

Ottawa Valley District Girls Hockey Association Sponsorship, Fundraising and Events Policy

The following document outlines the policies guiding sponsorship, fundraising and event participation.

Purpose: To make hockey more affordable and protect the brand and reputation of the Ottawa Valley Girls District Hockey Association (OVDGHA), the following policy outlines the key principles and guidance for sponsorship, fundraising and event participation at an association, team and individual level.

1. Introduction

The OVDGHA is composed of recreational and competitive hockey teams from the Initiation to Intermediate levels in the Ottawa Valley area.

- 1.1. The OVDGHA has developed this policy in accordance with the Association's Constitution and through Executive consultation. Teams must adhere to the policies and processes in this document.
- 1.2. Activities this policy applies to include sponsorship, fundraising and events.

2. Sponsorship, Fundraising and Events Director – Roles and Responsibilities

The Director of Sponsorship, Fundraising and Events, oversees and approves all fundraising activities of the association, and must report to the Association's Executive. If there is a conflict of interest with a team (eg. relative of player on team) a second opinion from another executive member is required. The Association's Executive is not required to approve those activities. If the Director of Sponsorship, Fundraising and Events role is vacant the activities be redirected to the President and Treasurer.

- 2.1. However, the Association's executive may reject, or require additional information, if any activity is perceived to be in conflict with the spirit of the Association or the policies stated herein or in the Association constitution.
- 2.2. The Director is the primary interface between the Executive and the teams, players and parents on matters related to sponsorship, fundraising and events.

3. Key Principles

The OVDGHA will adhere to the following principles for sponsorship, fundraising and events.

- 3.1. **Safety** – player safety is always paramount and extends to sponsorship conditions and fundraising activities.
- 3.2. **Transparency** – all activities, targets and expectations must be clearly stated by the association and the teams to players and their families.
- 3.3. **Accountability** – all funds raised must be accounted for and teams are responsible for reporting activities, funds raised to players and OVDGHA, and all sponsor expectations must be met (ie. profile, recognition).

- 3.4. **Affordability** – OVDGHA endeavors to ease the cost of hockey for players and their families.
- 3.5. **Protection of Reputation** – the reputation and visual identity of OVDGHA must be protected and considered in all fundraising, sponsorships or event participation.
- 3.6. **Flexibility** – OVDGHA reserves the right to offer flexibility in terms of providing opportunities to recognize sponsors. As new opportunities and technologies arise and shape sponsor recognition, OVDGHA will strive to find ways to recognize and profile sponsors.

4. Sponsorship

- 4.1. The OVDGHA members shall **NOT** accept a sponsorship **IF** the sponsor insists on conditions which are contrary to Association policies and/or detrimental to the Association through brand, reputation, etc.
- 4.2. No team shall seek or accept any corporate donations directly. All corporate donors shall be directed to the Director of Sponsorship, Fundraising and Events so that all monies collected will reside with the OVDGHA Treasurer and be allocated according to the sponsorship options in section 4.3.
- 4.3. Two types of sponsorships: Association and Team

4.3.1. Association Sponsorship:

An Association Sponsor may be a corporation, organization or individual that provides funding for the 'Association'. Monies raised through Association sponsorship shall be used to offset costs. (i.e.: website, office space, banquet, development, etc.). Association sponsorships will be obtained through the efforts of the Director of Sponsorship, Fundraising and Events.

4.3.2. Team Sponsorship:

A Team Sponsor may be a corporation, organization or individual that provides funding for a 'Team'. Monies raised through team sponsorship shall effectively be distributed equally amongst team players accounts. Teams may not solicit individuals and/or companies to directly pay for the cost of events and/or items. Team sponsorship amounts should not exceed the total amount of the teams budget -sponsorship amounts in excess of this amount will be considered a donation to the Association.

5. Fundraising

- 5.1. Two types of Fundraising: Association and Team

5.1.1. Association Fundraising:

- 5.1.2. The OVDGHA Sponsorship, Fundraising and Events Director will bring proposed association fundraising activities to the executive group for approval. Association fundraising will be targeted to address operating shortfalls or specific items (eg. equipment, development ice).

5.1.3. Team Fundraising:

All team fundraising activities must be approved by the OVDGHA Sponsorship, Fundraising and Events Director by email at least 7 days prior to promoting and beginning the fundraiser. Proposals are to be submitted using the OVDGHA fundraising form -outlining the planned fundraising activities, goals and planned use of the funds. Funds raised over the target will be put towards association

- 5.1.3.1. Team fundraising activities will not be approved to be run during any OVDGHA Fundraising events.
- 5.1.3.2. Fundraising activities will not be permitted to compete with any other OVDGHA team function or activity.
- 5.1.3.3. Team fundraising activities are not to use OVDGHA logos or be advertised broadly to the public which may cause confusion with other association events.
- 5.1.4. Fundraising using FLIPGIVE or other comparable platform that lets you earn cashback rewards is considered player payment. This form of team fundraising is encouraged and thus excluded from requiring formal approval. Any surplus funds raised using FLIPGIVE that are remaining at the end of the season shall be returned to the team parents and or players in an equitable way.

6. Team Budgets and Fundraising Targets

- 6.1. The Association shall maintain a reasonable operating fund balance in its bank account. Surplus funds will be carried over for the following season.
- 6.2. At the first team parent meeting following the selection of the team, a draft team budget **must** be presented for discussion and voted on for approval. The budget must be approved by 75 percent of parents. A final approved copy of the team budget must be provided to the President, and Treasurer, on a date agreed to by the executive. The team will decide, based on this budget and agreed activities, if there is a fundraising target/amount to be raised, what it will be used for and how it will be raised; this target must be communicated to all parents on that team. Fundraising or sponsorships can be considered to address this target.
- 6.3. Where team funds are to be raised *in addition to team fees paid/player, the amount per player must be clearly stated and approved within the team budget as well as the planned use of these additional funds* (eg. team party, team gear, ice, etc.). Where this is not possible, due to costs later in the season, the additional costs and required fundraising must be communicated and agreed to by 75% of the team. Surplus fees paid will be distributed equally to team members. Teams are encouraged not to greatly increase team budgets throughout the year and should clearly establish tournament and other costs at the beginning of the year. Families should not be placed in the situation of additional unforeseen expenses.
- 6.4. The targeted amount can be raised per player through team fundraising activities or paid directly by each player. Players and their families have a choice of how they raise these additional funds. This can be done through engagement in team fundraising activities or through direct payment to the team treasurer of the target amount.
- 7. It must be recognized that fundraising activities can sometimes be difficult to participate in.
- 8. It should be noted that there may be a need to complete and process an OWHSA sanctioning permit form prior to undertaking a fundraising activity, depending on the nature of the fundraising and any potential liability.

9. No team shall be in direct competition with one another at any fundraising event within the Association. Team and individual fundraising at Club or Association tournaments are not permitted.
10. OVDGHA will not be held responsible for any losses or liabilities incurred by any team as a result of its fundraising activities.
11. Cash rewards for players are forbidden. Token prizes such as hockey sticks for selling the most of something are allowed.
12. Sponsorships are not tax deductible but a letter of recognition for the sponsorship can be provided by the Association
13. No OVDGHA team officials, parents or players shall be involved in any fundraising activity, which could be construed to be "panhandling".
14. No OVDGHA executive member, team official, parent or volunteer shall receive any remuneration or profit directly or indirectly from their position in the association/on the team.
15. All fundraising activities are not permitted to cover personal expenses accrued by player(s) or parent/guardian(s) such as hotel/lodging accommodation or food & beverage expenses.
16. Coaches and Managers are responsible for ensuring that any fundraising is conducted legally and in good taste. The Executive reserves the right at any time to cancel any fundraising activity detrimental to OVDGHA's image or reputation.

17. Sponsor Recognition

Recognition of sponsors is a critical means of attracting sponsors and providing sponsor access to the Ottawa Valley market. OVDGHA will post corporate sponsors on the Association website with larger sponsors being accorded more recognition/more space, according to sponsorship amount, as an overall thank you. Team and individual sponsors may also be advertised on other items such as banners or team web pages at the discretion of teams and individuals.

This policy is to be reviewed, and any changes made once a year and then voted on at the Annual General Meeting.

Signed,



Colin Etmanski
President
Ottawa Valley District Girls Hockey Association
DATED June 10, 2025