

SOOKE & DISTRICT MINOR HOCKEY ASSOCIATION

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Fundraising and Sponsorship Policy & Guidelines

1.0 Introduction:

Sooke Minor Hockey Association (SMHA) recognizes that sport involvement carries costs in player fees, tournament registration costs, and travel expenses. This often varies between ages of levels of play (i.e. rep versus house league).

The Association's desire for this policy and guidelines (herein referred to as "policy") is to assist our members in meeting the financial obligations through initiatives that provide monetary remuneration AND foster community spirit and association comradery.

Key points;

1. Team fundraisers shall be for a specific team oriented goal and every effort shall be made to use all funds raised to support that goal. This is so community members know what their contribution is supporting.
 - a. Before initiating a fundraiser, communicate with your coordinator
 - b. Establishing a team treasurer is a great idea and they can help set up a team bank account.
2. If teams are approached for sponsorships, please direct those inquiries to the Executive Committee for fair and equitable distribution within the Association.

For more information, please refer to the Fundraising and Sponsorship Policy and Guidelines located on the Sooke Minor Hockey website.

2.0 Purpose:

The purpose of this policy is to ensure that SMHA players, team managers, coaches and parents understand the Association's fundraising and sponsorship policies and authorized activities to support and enhance the association's reputation and sustainability.

All teams and participants have a responsibility to project a positive image of their team and the Association. At all times the public image, conduct and appearance of the SMHA members must be above reproach.

3.0 Fundraising Procedures:

3.1 Association Fundraising Activities

The Association through a board committee will coordinate at least:

- a) Silent Auction
- b) Raffle Draw
- c) 50/50

Teams must support these activities though:

- Event ticket sales
- Contributing silent auction items, when applicable
- Selling Association fundraising products

Association fundraising is also conducted by the Executive Committee through gaming activities, facility advertising and may include community activities such as bottle drives.

3.2 (a) Team Fundraising Activities

Team Fundraising Activities provide an opportunity for teams to raise funds to help offset team costs such as team-specific activities, travel costs, or tournament fees.

10% of team funds raised are returned to the Association for the benefit of the association membership.

Gaming activities such as lotteries or raffles are not permitted at the team level due to licensing requirements.

All fundraising activities must be documented with the Association.

3.2 (b) Process

The following process must be followed for all SMHA Team Fundraising Activities:

1. Establish a Team Bank Account
2. Record the fundraising activity with the Association.
 - [Record here \(Google Drive\)](#).
3. Submit [Team Fundraising Activities Form](#) to board:
 - cc: fundraising@sookeminorhockey.ca; sponsorship@sookeminorhockey.ca

4. Distribute Team Fundraising Activities Form (copy) to team members
5. Conduct fundraising activity
6. Report on the fundraising activity to the Association by email (fundraising@sookeminorhockey.ca)
7. Deposit the funds raised into Team Account, transfer 10% of funds raised to the Association

3.2 (c) Usage of Team Funds Raised

Use of proceeds raised during fundraising activities must be clearly defined and proceeds shall be used for its intended purpose. Proceeds must be used for hockey-related expenses (tournament fees, travel costs, etc) Teams may also use fundraising proceeds to plan team bonding activities such as pizza parties or team outings during the season.

In no event should any funds raised through Team Fundraising Activities be allocated to the benefit of a single player or a subset of players on the team.

Funds remaining in the Team Fundraising Account at the conclusion of the season are to be returned to the Association for the benefit of all membership.

3.2 (d) Exclusivity of Team Fundraising Activities

A SMHA team may not claim “exclusivity” to any particular fundraising activity. For example, if one team is selling Paradise Island Cheese, a different SMHA team is not prohibited from also selling Paradise Island Cheese. However, to not saturate our small town market and become burdensome in the community, SMHA requests teams be cognizant of the other’s fundraising activities by recording the fundraising activity with the Association BEFORE commencing the fundraiser. It is encouraged to not have more than three (3) of the same fundraisers being conducted in the community simultaneously.

3.2 (e) Suggested Team Fundraising Activities

As of the 2022/2023 season, a SMHA Fundraising Toolkit is under development. The toolkit will provide resources and contact information to support fundraising implementation. Contribute to this resource by emailing fundraising@sookeminorhockey.ca.

SMHA encourages teams to conduct at least one fundraiser from Group A as such activities promote the SMHA, its athletes and families in the community, in alignment with SMHA’s philosophy to:

“provide an environment in which our athletes can learn hockey skills, play hockey at a level consistent with their aspirations, learn good sportsmanship and develop into young people that their parents and community can be proud of” ([SHMA Philosophy, p. 1](#)).

Group A

- Car Wash

- Bottle Drive

A B.C. Sanction Request¹ is required for insurance purposes.

A team, at their own discretion, may mandate participation in such a fundraiser or request families provide a monetary contribution in lieu of their participation. The monetary contribution will be included in the TOTAL monies earned for said fundraiser. A suggestion for a monetary contribution in lieu is \$50-100 per family. The intent is not to be a hardship, but a means to recognize an equitable contribution to the fundraiser from all members.

Group B

- Fundraising product sales, e.g. The Stick in the Mud Coffee, Bits of Bliss Donuts, Paradise Island Cheese, Poinsettias, etc.

4.0 Sponsorship and Rink Advertising

4.1 (a) Association Sponsorship

SMHA is committed to our community. The Association Sponsorship Program provides opportunities for local businesses to gain valuable recognition for their contributions, along with a tax benefit. This recognition includes banners displayed at home games, digital advertising via member electronic notices and broader recognition on our vibrant social media channel.

All Teams must seek at least one (1) Association sponsor (valued at \$500 minimum). This support will be used to reduce registration fees and establish a tournament fund for traveling teams. By having all teams participate in this program, together, we can provide ongoing support for families to enter and remain active in the sport, limiting finances as a barrier to participation.

[See Association Sponsorship Letter >>](#)

4.1 (b) Process

The following process must be followed for all SMHA Sponsorship:

1. Record the business and representative contact with the Association.
 - [Record here \(Google Drive\)](#).
2. Update status of sponsorship with Association
 - cc: fundraising@sookeminorhockey.ca; sponsorship@sookeminorhockey.ca
3. Provide SMHA Treasurer with sponsorship payment
4. SMHA Treasurer to confirm deposit of payment

¹ As per BC Hockey, Special Event Sanctions are required for dryland training, fundraisers, and other activities outside of regular hockey programming. To request coverage for such events, a Special Event Sanction Request Form should be submitted to the BC Hockey office at least 7-10 business days prior to the start of the planned event. A separate Special Event Sanction Request Form should be submitted for each different activity. Learn more at bchockey.net/applications/special-event

5. SMHA board to coordinate exposure

4.1 (c) Responsibilities

SMHA Team

- Each team to solicit at least one (1) business before October 31st of the current season (this is to allow appropriate time to develop recognition materials and maximize exposure for the business)
- BEFORE approaching a business, each team MUST record the business they are approaching AND the representative contact (who from your team is contacting the business) on the central record
- Absolutely NO team will approach the same business during the same season
- Set up and take down sponsorship banner at every home game: displayed before the game commences, take down after the game concludes

SMHA Board

- Treasurer: accounting and reporting of all payments
- Director at Large (Fundraising): recognition banner, poster, certificate and thank you cards
- Director at Large (Social Media): recognition (and tagging, if applicable) of businesses on channel
- Director at Large (Website): recognition on website; Association email
- Director at Large (Sponsorship): SEAPARC display case; facility banner

4.2 Team Sponsorship

Outside of an Association sponsorship, teams *may* solicit additional team sponsorship. Teams soliciting additional sponsors MUST first contribute at least one (1) sponsorship valued at a minimum of \$500 to the Association before obtaining Team sponsorship.

[Team Sponsorship Letter >>](#)

4.2 Rink Board Advertising

SMHA Board has rights to advertising within the SEAPARC Arena. Direct interested businesses or contact sponsorship@sookeminorhockey.ca for more information.

5.0 Saving Clause

Notwithstanding any of the forgoing sections, procedures and guidelines set forth in this policy, the executive reserves the right to act in contravention to any part should the circumstances of a specific situation warrant.