

## 27.0 TEAM SPONSORSHIPS

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Individual teams may solicit donations or acquire sponsorships from businesses or individuals during each hockey season. The monies obtained from the donation or sponsorships can be used as outlined below. For all options related to individual team sponsorship/donations, the donor will not receive a tax receipt from DMHA.

### 27.1. Cash Donation

- i. A business or individual provides a "cash" donation (in the form of a cheque written to the team bank account) for an individual team.
- ii. The team can utilize the funds in anyway they see fit, such as covering tournament or travel costs, apparel, additional ice, etc.
- iii. If a team receives donations in excess of their team budget, the additional funds may be distributed back to families. However, the amount of cash returned cannot be greater than the amount of money that was given for the team cash call. This would violate non-profit fundraising regulations. If there are funds available that exceed the cash call amount, the team needs to disperse the excess money using apparel, gifts, or gift cards. DMHA reserves the right to request banking information from the team that outlines the disbursement of funds.

### 27.2. Jersey Sponsor

- i. A business or individual can donate \$500 to have their company logo or branding on the bottom of the DMHA team jerseys (both home and away jerseys). This \$500 is donated directly to Devon Minor Hockey Association. The money needs to be received by DMHA before approval is given for any sponsorship logos to be sewn onto the jerseys. The sponsor is also responsible for covering the cost of making the sponsor logo bars or providing the sponsor logos bars if they have them from previous seasons. The sponsor is also responsible for paying to have the jersey sponsorship logos sewn on and removed at the end of the season. Payment for the development of the sponsor logo bars, and costs associated with sewing on and off are directly paid by the sponsoring business. Sponsor bars can be returned to the sponsor at the end of the season.

### 27.3. Apparel Sponsor

- i. A business or individual can cover the costs of apparel using the following guidelines:
  - Non-game worn apparel includes dryland gear (shirt and/or shorts), sweaters, jackets, track suits, practice jerseys or similar.
  - Game worn apparel can be sponsored as follows:
    - Socks – specific colors mandated by the Association and cannot be sponsored
    - Pants or pant shells - DMHA logo must be on the front, sponsor logo can be on the back. Design mock-up must be approved by the Equipment Manager prior to ordering. Must be black in color to compliment the DMHA jerseys.
  - The logo and/or name of the sponsoring business may be applied to the apparel. The sponsor must provide the logo in the appropriate format to the apparel company.
  - Teams can use any apparel company to order the apparel provided the integrity of the DMHA logo is intact.

### 27.4. Material or Service-Related Gifts

- i. Teams can accept non-cash gifts that would be considered appropriate such as water bottles, food, accessories, team meeting locations, training services, etc. as long as they do not meet the criteria described in another option.

- 27.5. Other
- i. Any disputes or uncertainty regarding sponsorship options shall be brought forward to the DMHA board for review and approval.
  - ii. Any additional sponsorship options not listed above shall be brought forward to the DMHA board for review and approval.
- 27.6. If a team acquires a Team Sponsorship, teams are encouraged to recognize their sponsors in the following ways:
- i. Inclusion of the company name and/or logo in the division home tournament programs.
  - ii. The size of the logos displayed in any recognition materials should be relative to the donations provided. For example, if one company donates \$1000 and another company donated \$500, the logo for the first company should be larger.
  - iii. DMHA would recommend that, at minimum, all teams provide a signed team picture along with a thank you card/letter to all team sponsors. DMHA may have thank you cards available for you to use for this purpose.
- 27.7. DMHA will provide recognition to individual donors and businesses on their social media feed (ie. Facebook). Once a donation is secured, the team manager is responsible for advising the DMHA Executive via email. The email will need to include the name of the donor or sponsor, the amount of the donation, and the business logo (if applicable). Social Media posts will be made in accordance with the following:

<b>Level</b>	<b>Monetary Amount</b>	<b>Social Media Recognition Schedule</b>
Platinum	+\$1000 sponsorship	2 social media posts/ month
Gold	\$500-\$999	1 social media post / month
Silver	\$300-\$499	1 social media post every 2 months
Bronze	Up to \$299	1 social media recognition post during the season
Jersey Sponsor		1 social media post / month