**Kanata Girls Hockey Association**

**Sponsorship, Fundraising and Events Policy**

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

*August 2021*

**To make hockey more affordable and protect the brand and reputation of the KGHA, 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 Kanata Girls Hockey Association is composed of recreational and competitive hockey teams from the Initiation to Intermediate levels in the Kanata, Ontario area

* 1. The KGHA 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.
  2. Activities this policy applies to include fundraising and sponsorship and events.

1. **Sponsorship, Fundraising and Events Director – Roles and Responsibilities**

The Director, Sponsorship, Fundraising and Events, oversees all fundraising activities of the association, except for those of the Ottawa Senators Women’s Hockey Club, and must report those activities to the Association’s Board. The Association’s Board is not required to approve those activities.

* 1. However, the Association’s Board 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 KGHA constitution.
  2. The Director is the primary interface between the Executive and the teams, players and parents on matters related to sponsorship, fundraising and events.

1. **Ottawa Senators Women’s Hockey Club – Lady Sens**
   1. Due to the additional financial requirements of the Ottawa Senators Women’s Hockey Club, a separate Sponsorship & Fundraising Program Policy has been created and tailored to their needs. The Board of Directors for the Ottawa Senators Women’s Hockey Club governs all of their fundraising activities and must report those activities to the Association’s Board.
2. **Key Principles**

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

* 1. **Safety** – player safety is always paramount and extends to sponsorship conditions and fundraising activities.
  2. **Transparency** – all activities, targets and expectations must be clearly stated by the association and the teams to players and their families.
  3. **Accountability** – all funds raised must be accounted for and teams are responsible for reporting activities, funds raised to players and the association, and all sponsor expectations must be met (ie. profile, recognition).
  4. **Affordability** – the KGHA endeavours to ease the cost of hockey for players and their families.
  5. **Protection of Reputation** – the reputation and visual identity of the KGHA must be protected and considered in all fundraising, sponsorships or event participation.
  6. **Flexibility** – the KGHA reserves the right to offer flexibility in terms of providing opportunities to recognize sponsors, particularly if they are in keeping with principles 4.1 to 4.5. As new opportunities and technologies arise and shape sponsor recognition, the KGHA will strive to find ways to recognize and profile sponsors.

1. **Sponsorship**
   1. Kanata Girls Hockey Association 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.
   2. Three types of sponsorships: Association, Team and Individual
      1. **Association Sponsor:**

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, Fundraising and Events. Association fundraising will be targeted to address operating shortfalls or specific items (eg. equipment, development ice). The Association shall maintain a reasonable operating fund balance in its bank account. Surplus funds will be carried over for the following season.

* + 1. **Team Sponsor:**

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 player accounts in accordance with the policies for team fundraising (section 6).

* + 1. **Individual Sponsor:**

An Individual Sponsor may be a corporation, organization or individual that provides funding for an “Individual” player. Individual sponsorship is often sought to defray individual costs of playing hockey and would be outside of fundraising agreed to by a team.

1. **Team Budgets and Fundraising Targets**
   1. 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, VP Finance and Director of Fundraising, by October 1st. 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.
   2. 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 funds 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.
   3. 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.
   4. It must be recognized that fundraising activities can sometimes be difficult to participate in.
2. It should be noted that there may be a need to complete and process an OWHA sanctioning permit form prior to undertaking a fundraising activity, depending on the nature of the fundraising and any potential liability. The Fundraising Director can clarify the need for a permit.
3. 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.
4. Sponsorships are not tax deductible but a letter of recognition for the sponsorship can be provided by the KGHA.
5. No KGHA team officials, parents or players shall be involved in any fundraising activity, which could be construed to be "panhandling".
6. **Sponsor Recognition**

Recognition of sponsors is a critical means of attracting sponsors and providing sponsor access to the KGHA market. The Kanata Girls Hockey Association will post Association corporate sponsors on the association website with larger sponsors being accorded more recognition/more space on the association web page, 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. It is the team’s responsibility to deliver and fund the sponsorship benefits that were promised to the sponsors (i.e., sponsor plaques, sponsor banners, etc) in collaboration with the Association. It is strongly recommended that team’s record and track deliverables expected by sponsors. Thank you letter template and thank you plaque templates are available from the KGHA and will be posted on the website.

**Sponsor Bars** – Sponsor bars will be allowed on jerseys but the preferred method for recognizing sponsors is through team banners with the sponsor’s name/logo printed on the banner or plaques. Sponsor bars can damage KGHA jerseys and it is **paramount that jerseys must not be damaged by the placement of sponsor bars.**

* + 1. Sponsor bars **cannot be glued on to jerseys and must be** **stitched** onto a jersey in a manner that does not damage the jersey allows for easy removal at the end of the season.
    2. Sponsor bars will be placed at the bottom of the back of a jersey.
    3. One the new 2018 jerseys, name bars will be at the top and the sponsor bars will be centred in the red band at the bottom of the jerseys.
    4. One sponsor bar per jersey.
    5. **The fine for damaged jerseys is the cost of *both* the home and away jerseys replacement.**
    6. Sponsor bars must be black lettering on white bar or white lettering on a black bar with the sponsors name in Arial font.
    7. Sponsor bars cannot cover up required KGHA crests.
    8. Sponsor Logos - Sponsor logos will be allowed on KGHA gear, subject to KGHA approval, and can be placed on the shoulder or arm of a jersey, or on the pants/pant shells. Logos must be sewn on to the jersey or pant shells.

1. **Events**

KGHA could hold events to build profile for the KGHA and enhance a positive player experience. Events do not have to be hockey-specific and can include speakers and participation in parades or community events. Events will usually be organized by the KGHA through the Director, Fundraising/Events/Sponsorship, and the President, in accordance with the sponsorship principles, and within the guidelines of the KGHA insurance policy and the OWHA insurance policy. Where policy does not provide coverage, additional insurance must be obtained.