

## **Team Fundraising and Sponsorship Policy**

Teams are encouraged to engage in fundraising activities to help offset cost associated with team activities. Teams should adhere to the following guidelines when raising funds:

- Teams must project a positive image of the association, and conduct themselves above reproach, when presenting themselves as members of the OWHA Golden Knights
- fund raising activities should be carried out within the Association boundaries
- all activities must be well supervised and controlled
- the activities must be included in the team budget approved by the team parents/guardians

Many corporations make substantial contributions to our association in support of the overall hockey program we provide. A list of these corporate sponsors is located on our website. Teams may not approach these corporations for contributions towards team revenues without prior consent of the OWHA executive.

Team sponsorships are the responsibility of the individual teams. The following guidelines should be adhered to:

- sponsors must be made aware their contribution is not a charitable donation for tax purposes. An invoice is recommended.
- teams should provide some form of exposure/advertising for the sponsor in return for their generosity (name bars on home sweater, banner, name and link on team website) and are responsible for any associated costs (sewing, printing, etc.)
- provide recognition of the sponsor's goodwill (e.g. sponsor plaque or other gift)
- provide sponsors with background information about the team (level, league etc.), when they play and practice and welcome the sponsor to visit any time

With respect to the use of fundraising and sponsorship monies, versus those directly contributed by parents, the following principle applies:

All purchases of a personal nature should be covered by parent contributions. Expenditures in support of team activities may be sourced from fundraised and sponsorship revenues. Note that expenditures in support of team activities may also be sourced from parent contributions if the team agrees to reduce fundraising activities.

The following expenditures of a personal nature should be covered by parent contributions:

- All personal clothing items, e.g. track suits, hats
- personal use equipment bags
- any personal use hockey equipment retained by the player at the end of the season (e.g. practice jerseys)
- photographs - team or individual
- travel expenses other than as explicitly provided for through Fundraising, i.e. bus and non-parent coach's
- parent and player accommodations at tournaments
- entertainment, including tickets to sporting events
- meals, at team events, e.g. beginning of season gathering, Christmas party, year-end banquet or at tournaments
- trophies and momentos

- coach and player gifts

At the end of the year, any shortfall in these expenses should be covered by additional contributions by parents. **Any excess should be returned to parents or donated to charity at their discretion.**

The following expenditures in support of team activities may be covered by fundraising and sponsorships. Any shortfall must be covered by contributions from parents.

- tournament registration fees
- rental of a bus for the purpose of attending a tournament (including accommodation expenses of the driver if not included in the rental charge) - maximum one per year
- non-parent coach expenses as set out in the Coach Travel Expense Policy
- dry-land training
- additional on-ice skills development (skating and goalie instructors)
- on-ice officials for exhibition games
- paid timekeepers
- other expenses in support of a team's hockey related activities, e.g. pucks, medical supplies, trainer's kit, water bottles
- name bars and sponsor bars
- expenses directly related to fundraising activities

At the end of the year, any excess of fundraising and sponsorship monies over expenditures for team activities should be donated to charity.