



Huntsville Minor Hockey Association Sponsorship and Fundraising Policy

1. Introduction and Purpose

In response to local and representative teams wishing to obtain sponsorship or conduct team fundraising to offset the cost of playing hockey, the Huntsville Minor Hockey Association (HMHA) has developed this Policy to further assist with the understanding of acceptable sponsorship or fundraising processes.

This Policy documents the sponsorship and fundraising framework for a HMHA hockey team and supports the HMHA Manual of Operations.

At the beginning of each season, the Team Manager or Team Head Coach, must read and complete the Attestation of HMHA Sponsorship and Fundraising Policy ([Sponsorship/Fundraising Attestation](#)).

2. Sponsorship

2.1. Definition

For the purposes of this Policy, "Sponsorship" is defined as an entity to secure team sponsorship (Platinum or Diamond Level) or to offset a teams cost of a specific tournament entry. Sponsorship is not to used as a means to offset any other team expense (e.g warm up uniforms, events, etc)

2.2. Team Sponsorship

2.2.1. The HMHA is responsible for securing and managing all local and representative team sponsorships. While all efforts will be made to accommodate the sponsors request, we may not

be able to comply. Additionally, should there be multiple requests for team sponsorships, the decision will be determined based on a regulated selection process of a random draw and by discretion of HMHA.

- 2.2.2. Should it be decided by the individual teams to pay for game announcements, the team sponsor is to be mentioned as a courtesy of their support.

2.3. Tournament Sponsorship

- 2.3.1. Teams may solicit sponsorship from any source other than those prohibited by the OMHA (tobacco companies, breweries, distilleries, wineries or cannabis growers and distributors) are not allowed.
- 2.3.2. Only those companies which sponsor the team may advertise at games/tournament.
- 2.3.3. In the event a team selects to have a third jersey, for exclusive use for tournaments, the team sponsor is to have First Right of Refusal. Should the team sponsor decline, any new sponsor must be approved by the Director, Sponsorship/Fundraising. All additional jersey designs must be submitted for Board approval. Production of said jersey may not proceed until Board approval is achieved.
- 2.3.4. The HMHA will not be held responsible for any losses or liabilities incurred by any team as a result, or lack of, sponsorship activities.
- 2.3.5. Quantity of tournaments allowable to be booked by division is governed by Muskoka Parry Sound Local League (MPSSL) and Muskoka Parry Sound Hockey League (MPSHL).
- 2.3.6. The HMHA may provide teams with the funds to cover the upfront registration costs of the scheduled tournament(s). Please refer to the Tournament/Exhibition Game Request Form on HMHA Website.
- 2.3.7. It is the responsibility of the team to reimburse the HMHA for any tournament entry fees. For teams with an approved budget, the deadline for reimbursement is on or before January 31. For all other teams, reimbursement is to be at a minimum of 2 weeks (14 days) prior to their scheduled tournament. Failure to reimburse the HMHA could result in suspension of the team from any further play.
- 2.3.8. All sponsorship funds must be submitted to the HMHA Treasurer.
- 2.3.9. All sponsorship funds are not to be permitted to cover personal expenses accrued by player(s) or parent/guardian(s) such as hotel/lodging accommodation or food & beverage expenses.

3. Fundraising

For the purposes of this policy, fundraising refers only to activities that involve members of the public or persons other than player families. The HMHA does not intend to regulate collections made within teams, however, teams are expected to follow this Policy.

3.1. Definition

For the purposes of this Policy, fundraising is defined as the collecting money to support a particular purpose. For example, a team may fundraise to offset the cost of team expenses including, but not limited to, team development opportunities and team building events.

3.2. HMHA level Fundraising

From time to time the HMHA Association may conduct fundraising events to endeavour to keep hockey as affordable as possible for its players and families. Players and/or players' families may be asked to participate in fundraisers that benefit the association as a whole.

3.3. Team level fundraising

- 3.3.1. A team must consider when fundraising that they are in the eye of the public, therefore, proper conduct in all activities must be followed. Only quality items should be considered when choosing fundraising items.
- 3.3.2. Teams are eligible to raise funds for the team to offset the operating costs of the team. The head coach is ultimately responsible for the team, the manager is the primary contact for all communication and co-ordinates all financial activities, including fundraising.
- 3.3.3. Teams may not solicit individuals and/or companies to directly pay for the cost of events and/or items.
- 3.3.4. All monies from fundraising activities must be collected by the team and expenses paid through that team.
- 3.3.5. While there is no limit to the amount of fundraising activities permitted per team, funds raised through fundraising efforts may not exceed the proposed budget costs. These items will include

but not limited to; Brochure, Banner or Stand, bottle drives, sale of items and hosting of events. This is inclusive of rep and local league alike.

- 3.3.6. All fundraising activities, and spending of fundraising profits, must be discussed and approved by the majority of the team parents.
- 3.3.7. Coaches and Managers are responsible for ensuring that any fundraising is conducted legally and in good taste. The Board reserves the right at any time to cancel any fundraising activity detrimental to the Association's image or reputation.
- 3.3.8. No teams shall serve alcohol or profit from the direct sales of alcohol at any function sanctioned or associated with the HMHA.
- 3.3.9. Teams wishing to conduct any fundraising activity on Township property must receive permission from the Township and abide by all Township policies and by-laws.
- 3.3.10. Teams wishing to conduct any fundraising activities must follow all town, district, provincial and/or federal by-laws/laws or licensing requirements (e.g. barbeques must have a food license).
- 3.3.11. No team can offer to sell any products or put on an event that competes with products offered for sale or events coordinated by HMHA.
- 3.3.12. All funds must go through the team manager/coach and documented on the teams' budget account (expense and profit). Where teams do not have a formal budget (local league), an informal budget may be prepared to identify the team operating costs (e.g. tournament entry fee) and anticipated reimbursement activity (e.g. fundraising). Funds/expenses must be clearly itemized on the financial records of the team and the financial records to the HMHA.
- 3.3.13. All checks written for team fundraising must be made payable to Huntsville Minor Hockey Association (HMHA) and sent to the HMHA Treasurer.
- 3.3.14. Any lottery, game of chance, or draw requires a license and must follow town, district, municipal, provincial and/or federal lottery rules and regulations. Teams are responsible for getting the gaming license to support the activity and provide evidence to the Director, Sponsorship/Fundraising prior to the event. For further clarity, any team conducting a raffle or lottery without a proper license puts the HMHA status with the Canada Revenue Agency at risk. Any team conducting a raffle or lottery without a license from the Alcohol & Gamily Commission of Ontario violates the Criminal Code of Canada and the Alcohol & Gambling Commission of Ontario.
- 3.3.15. Managers reserve the right to request a minimum contribution to balance team operating expenses. This contribution may be offset by team fundraising activities. Fundraising efforts and

funds gathered are tallied individually to counterbalance the minimum contribution. It is at the discretion of the players/parents/guardians to participate in team fundraising. Players/parents may choose to “buy out” the minimum contribution.

- 3.3.16. All profits from fundraising activities must be designated to the specific team (e.g. team event, team ice rental, etc.). Any remaining funds not spent by the end of season will be provided to HMHA for disbursement.
- 3.3.17. Cash rewards for players are forbidden. Token prizes such as hockey sticks for selling the most of something are allowed.
- 3.3.18. Draws involving alcoholic products are prohibited (this does not include gift cards).
- 3.3.19. HMHA will not be held responsible for any losses or liabilities incurred by any team as a result of its fundraising activities.
- 3.3.20. Team banner’s or stand up advertisements will comply to the Home and/or Away Facilities policies. Not all facilities allow items to be hung/posted or advertised.
- 3.3.21. 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.
- 3.3.22. Fundraising money can be spent on tournaments on Huntsville Otters clothing for the team (approved warm up suits, T-shirts, etc.), or team functions (conference room at tournament, team food).

4. HMHA Logo Use

- 4.1.1. Any fundraising activity requiring the use of the HMHA logo requires an Attestation of HMHA Logo Use ([Attestation of HMHA Logo Use](#)) completed by the team Manager or Head Coach prior the logo use.
- 4.1.2. The Attestation requirement above is not required in the following situations:
 - 4.1.2.1. HMHA Board for internal Association use (e.g. equipment, sponsor plaques, photos, social media, invoice/receipts, etc.)
 - 4.1.2.2. Team gifts/advertising (e.g team banners, magnetics, coach gifts, player gifts, etc.)
- 4.1.3. Teams are encouraged to contact the Director, Sponsorship and Fundraising for any use of the HMHA logo which may not be covered above.

5. Non-compliance Implications

Any team or individual who violates this policy may be subject to penalties at the discretion of the HMHA Board. Such penalties may include player suspension from the HMHA or sponsor suspension.

The HMHA may at any time stop or revoke fundraising events or activities.

6. Questions about this Policy

If anyone has any questions about the policy, or if the policy is not understood, please contact the Director – Sponsorship/Fundraising.

7. Revision History

<u>Revision #</u>	<u>Details</u>	<u>Date</u>
1	Initial Release	November 2023
2	HMHA Logo use update; fundraising limitations	October 2024