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## **Fundraising and Sponsorship**

### **Statement of purpose**

This policy does not apply to teams at the U15AA, U18AA, or U22AA levels.

The following policy provides guidelines for teams wishing to supplement team fees with income through fundraising or sponsorship.

Fundraising or sponsorship funds can be put towards non-allowable team budget expenses which include:

- Off-ice team clothing items
- Third party team training
- Miscellaneous expenses

### **Fundraising**

Competitive and house league teams are restricted to three fundraisers per year. A fundraiser is any activity where money is raised for the team. Any team-building activity where money is raised for the team is considered a fundraiser e.g., bottle drives, bracelet sales, etc, and counts towards the total number.

Passive fundraising such as through fundraising apps (e.g., FlipGive) may be considered as an additional way to raise funds and are not counted as part of the three fundraisers per year.

### **Sponsorship**

Sponsorship occurs when a team receives money from an individual or business in return for recognition. A sponsor may provide money at the team level or to the association.

NGHA is a youth hockey association and does not permit sponsorship from organizations or businesses affiliated with gambling, tobacco/cigarettes/cannabis, or alcohol production and distribution. Team managers are requested to consult with convenors if unsure about a sponsor's eligibility.

### **Individual Sponsorship**

Individual sponsorships, i.e., sponsorships where funds are received by one player, are not permitted. Players are welcome to receive individual donations to defray costs of team fees or any other costs associated with playing hockey in the NGHA, however, the donor will not receive official recognition from the team or NGHA for their contribution.



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### Team Sponsorship

Teams may receive funds from an individual or business and be recognized for their contribution. Sponsorship recognition may be through an official NGHA letter of thanks, a patch or name bar on player jerseys (not both), or a banner which can be displayed at games. Other methods of recognition may be considered with permission from the VP Operations. NGHA will not provide tax receipts for team sponsors.

Sponsors may elect to provide teams with a branded item distributed to all players on the team in lieu or in addition to recognition. Branded items may include water bottles, practice jerseys, etc and must be distributed to all players.

It is the responsibility of the individual teams to recognize their sponsors in accordance with this policy.

### Association Sponsorship

For questions on how to provide sponsorship at the association level, please contact [VP Operations](#).

### General considerations and guidelines

- Funds raised through fundraisers or sponsorship should be used for items that benefit the whole team
- Distribution of funds must be discussed as part of the budget meeting early in the season. Significant changes must be agreed to by vote by all parents/guardians.
- Fundraising events should be proposed at the beginning of the season and agreed to by the majority of team parents/guardians

Teams looking for ideas on fundraising events should contact their competitive and house league convenors.

### Associated policies

NGHA Team Finances Policy <https://www.gowildcats.ca/content/Policy-Team-Finances>

### Questions

Please contact the Director, Policy Risk and Safety at [NGHApolicy@gmail.com](mailto:NGHApolicy@gmail.com) for any questions on this policy.