



Ottawa Jr. 67's AAA Hockey Club

Sponsorship Program Policies

The Ottawa Jr. 67's is a new organization blending two different cultures. The objective of the Association is to foster the development of our players. The goal for the fundraising program is to promote team unity, not individualism and to promote a philanthropic vision, which comes above personal gain. Money should never be a hindrance to any boy who has the skill and talent to play hockey at this level and therefore the fundraising program has two purposes:

- 1) to make hockey affordable
- 2) providing financial assistance if required

Responsibility:

By agreeing on the budget presented by the Association and the Coaches, each family has accepted the obligation to pay both Association and Team Fees. Therefore, fundraising is critical to the success of each team.

The Association has developed a fundraising program to help teams garner the financial support they require to be successful while providing structure and guidelines that are in accordance with our relationship with the Ottawa 67's. Teams are not limited to this program but any additional fundraising projects are subject to approval by the Board of the Association.

The Board of Directors for the Ottawa Jr. 67's governs all fundraising activities. This fundraising program is administered by the Fundraising Committee, which is made up of a minimum of two representatives from each team and overseen by the Fundraising Coordinator, who is a member of the Board of Directors.

An effective fundraising group will be a critical part of the team's success throughout the season.

In addition to the prescribed fundraising program, teams may select to raise funds through other means. Some common ways to raise funds could include:

- Bottle drives
- Car washes
- Garage sales
- Bake sales
- Walk-a-thon (or other variation)
- Product sales (ie. chocolates)
- 50/50 Draw
- Ticket sales

All activities are subject to Board approval.

1. All Ottawa Jr. 67's AAA members shall **NOT** accept sponsorships, if the sponsors insist on conditions which are contrary to Club policies and/or detrimental to the Ottawa Jr. 67's AAA Hockey Club or the Ottawa 67's.
2. Teams must forward Sponsorships to the Fundraising/Sponsorship Co-coordinator via the team fundraising representative. Each sponsorship received must have a Sponsorship Form completed to ensure appropriate processing and credit to each team. The Fundraising/Sponsorship Co-coordinator will submit to the Club Treasurer, cheques and confirmation forms to be reconciled on a monthly basis and a report given to each team.
3. All Fundraising/Sponsorship cheques must be made payable to: Ottawa Jr. 67's AAA Hockey Club.
4. Provision is made for three types of sponsorship: Association, Team Sponsors and Draft a Player Sponsor.

- **Association Sponsor:** Association Sponsors may be a corporation, organization or individual that provides funding for the 'Association'. Monies raised through Association sponsorship shall be used to offset association cost i.e.: website, banquet, development, etc. At the end of the season the Association will distribute any surplus funds equally to each team less any operating funds.

Gold Sponsorship	\$3000
Silver Sponsorship	\$2,000
Bronze Sponsorship	\$1,000

- **Team Sponsor:** A Team Sponsor may be a corporation, organization or individual that provides funding for the 'Team'. Monies raised through team sponsorship shall effectively be distributed equally amongst team player accounts.

First Star	\$2,000
Second Star	\$1,000
Third Star	\$750
Power Play	\$ _____ (any amount)

- **Draft a Player Sponsor (\$500.00) :** This sponsorship is mandatory for each player. Draft a Player Sponsor may be a corporation, organization or individual that provides funding for the 'Player'. Monies raised through player sponsorship shall be used to offset the individual players Team fees. (each team will have 3 affiliate jersey available)

5. Through Fundraising teams will receive credits for what they require for their team budget. Surplus funds will be transferred to the Ottawa Jr. 67's "Fund for Kids" if the fundraising/sponsorship should exceed the teams' annual expenses. Each team will be acknowledged for their contribution to the fund.
6. It is the team fundraising representative responsibility to deliver the sponsorship benefits that were promised to the sponsors (i.e. sponsor bars, sponsor plaques, sponsor banners, etc) in calibration with the association. It is strongly recommended that fundraising representative keep a copy of the Sponsorship Form to ensure that all deliverables have been fulfilled. Each team will provide the fundraising/sponsorship coordinator a copy of the confirmation form to confirm that all tasks have been fulfilled.
7. Each team is only allowed one sponsor bar per sweater.

8. Sponsor bars must be hand-stitched on the back at the bottom of the sweaters in such a manner so that both are visible. White bars should be placed on the white sweaters and the black bars should be placed on the black sweaters.
9. Sponsors may also be advertised on other items such as banners. They shall not be displayed on visible playing equipment such as socks, skates, helmets, pants, sticks, etc.
10. The Ottawa Jr. 67's AAA Hockey Club will post Association sponsors on our website in accordance to our sponsorship structure, in alphabetical order as an over-all thank you.
11. The Ottawa Jr. 67's AAA Hockey Club requires that all teams submit fundraising proposals to the Sponsorship/Fundraising Coordinator for review and Board approval prior to any event taking place. It should be noted that there may be a need to complete and process an ODMHA Special Events form prior to undertaking a fundraising activity.
12. No team shall be in direct competition with one another at any fundraising event within the Ottawa Jr. 67's AAA Hockey Club. Prior approval to fundraise at any tournament must be submitted to the Sponsorship/ Fundraising Coordinator for Board approval in order to avoid any conflicts. In the case of a conflict the host team will take priority.