

SPONSORSHIPS

The Association shall seek sponsorships where they will benefit the membership and in order to facilitate funds for the general operation of hockey programs and to reduce the financial impact upon our membership. Any sponsorship within the Halifax Hawks Minor Hockey Association shall:

- Not compromise the objectives or practices of the association or its' activities and events;
- Protect the confidentiality of membership records in accordance with the Association's privacy policy;
- Not pose any undue hardship on the policies nor the basic goals and objectives of the Association;
- Not enable any corporate sponsorship to take prominence over the Association name, colours or official logo;
- Not accept sponsorships for programs, teams, events or other Association activities from potential sponsors whose products or services cannot be legally sold or distributed to children or from sponsors whose products are inappropriate for use by children; and
- Not permit the direct marketing of products and services to member families except where relevant promotions are offered in conjunction with Association objectives as determined by the Board.

Definitions

A sponsorship is a mutually beneficial arrangement between the Association and an external organization or corporate entity whereby the sponsoring organization/entity contributes funds, products or in-kind services in return for recognition, acknowledgement or other promotional considerations, as defined in this policy. Sponsorships involve an agreement between the sponsor and the Association and/or a specific program, event, service or activity that has been approved by the Association.

Tax receipts are not issued for sponsoring funds, products or in-kind goods and services made to the Association.

A gift or donation is an arrangement where the donor contributes cash and/or in-kind goods or services to the Association without an expectation of a reciprocal benefit. While most donors expect some form of recognition for their gift, the recognition is marginal in value relative to the value of the gift.

Scope of Sponsorship Policy

The Association's Sponsorship Policy applies to all arrangements where a sponsoring organization contributes to any program, event, activity, or service of the association and its teams. A sponsorship is a contracted arrangement between Halifax Hawks Minor Hockey Association and a sponsoring organization, designed to benefit both parties. This sponsorship policy does not apply to:

- Gifts or donations;
- Grants or funds obtained from government or other organizations; and
- Arrangements where the Association sponsors or contributes to external projects or other organizations.

Sponsorships shall be for one season in duration unless otherwise stipulated in the agreement as approved by the Board.

Association Sponsorships

- Association sponsorships are those that will directly benefit the overall membership with any funds derived being directed to general revenues. Association sponsorships will be considered for items such as:
- Association Website;
- Association sanctioned events and tourneys; and
- Award sponsors.

Sponsorships that make use of the Association's logo or brand are to be negotiated by the association and must benefit all members. Direct team sponsorship must be approved by the Board if our brand or logo is used to generate this sponsorship revenue. Association sponsorship rewards may include, but are not limited to:

- Preferred supplier status (Association sponsors);
- Photo of team and/or plaque c/w player names with a statement of gratitude;
- Sponsor's name used in any media information as well as on website;
- Promotional coupons displayed on website;
- Link to sponsor's website from association website;
- Sponsor of the week acknowledgement on website;
- Banner for display in arena(s); and
- Handout sponsor promotional material and advertise their products at association events.

Team Sponsorships

Team sponsorship is permitted for any team; however, any interested team must request approval from Halifax Hawks Minor Hockey Association prior to entering into any such agreement. By seeking this approval, teams assist the Association in ensuring that the Hawks are not placed in a conflict with any pre-existing sponsorship agreements as well as to ensure that the Association is not being asked to make any commitments that may not be acceptable. Sponsorships that promote alcohol, tobacco or performance enhancing substances will not be permitted. For these reasons, any potential sponsorship must be approved by the Halifax Hawks Minor Hockey Association Board prior to entering into any agreement.

Any approved sponsorships must adhere to the official Hawks colours and our official crest must remain on the front of the jersey. Sponsorship crests or logos shall not be placed on the jersey in such a manner that will impede the number, the mandatory 'Stop' program sign or the Player's name bar typically placed on the shoulder at the back. Team sponsorships are those that will directly benefit the membership at the team level with any funds derived being directed to team revenues.

Team sponsorships will be considered for items such as:

- Team websites;
- Advertising in team promotional programs;
- Team sponsorship (name bar on each sweater including home and away) or sponsorship logo on upper right chest...one sponsor per team; and
- Sweaters (individual name bars on sweaters of individual player either home or away or both) Team sponsorship rewards may include, but are not limited to:
 - Photo of team and/or plaque c/w player names with a statement of gratitude;
 - Sponsor's name used in any media information as well as on website;
 - Provide copy of team's game schedule;
 - Name bars on jerseys (or logo);
 - Link to sponsor's website from team website;
 - Banner for display on playing bench;
 - Handout sponsor promotional material and advertise their products at team games; and
 - In game announcements.

Any equipment /supplies that are the property of the Association cannot be altered. Fees for sponsorship as well as rewards shall be determined by the association annually.