



PELHAM MINOR HOCKEY ASSOCIATION



SPONSORSHIP POLICY

1. INTRODUCTION

Sponsorship Revenues are an important and integral part of Association budgeting each year. Many businesses and corporations make substantial contributions to our Association through sponsorship of teams, tournaments, and other Association programs. The PMHA has established guidelines in order to assist teams, coaches and any PMHA member concerning sponsorship of teams.

2. GUIDELINES

- a. All team sponsorships and sponsorship approvals shall flow through the PMHA EXECUTIVE.
- b. The PMHA Executive will set different sponsorship rates and terms for rep teams and local league teams.
- c. Teams may not approach these corporations as sponsors or for additional funding. Any additional funding provided by a non-sponsor or sponsor shall be provided to the Treasurer of the Association for allocation between ALL PMHA teams.
- d. The PMHA Executive shall set team sponsorship rates annually, in conjunction with the budget but not later than May 1 for the coming season. The Purchasing and Equipment Manager shall then offer these sponsorship opportunities to sponsors from the past year first before any new sponsors are solicited. In return for team sponsorship sponsors shall be entitled to the following:
 - Sponsor name on the back of each player's jersey (Home and Away for Travel Team sponsorship)
 - Promotion of the sponsor through the PMHA website along with any link to the sponsor as provided c) Sponsor name listing in any program or promotional material created by the association
 - Sponsor name (and any applicable logo) on any team banner produced
 - Sponsor name included with any media releases (Newspaper or social media)
 - Sponsor plaque (including team picture)

In the event there arises a situation where they may be two sponsors for a Travel team, the PMHA Executive will exercise discretion on how to fulfill the sponsorship objectives of the team.

3. SUMMARY

The PMHA and all its members are very fortunate to have had and continue to have a long list of local sponsors for its teams. For the current and future benefit of the PMHA and its sponsors, teams and members must comply with the guidelines in this policy.