

CATEGORY: Sponsorship & Fundraising	LAST REVIEW: 2025
POLICY NUMBER: 7.1	DATE APPROVED: June 23, 2025
TITLE: Fundraising and Sponsorship	
PURPOSE: Fundraising and Sponsorship Program Policies are required to ensure that fundraising and sponsorship activities are acceptable in nature, that all external communications are consistent with the image of CCMHA	
RELATED GUIDELINES/DOCUMENTS:	

### 1. INTRODUCTION

Money should never be a hindrance to any player who has the desire, skill and talent to play hockey at any level. Therefore, the objectives of the CCMHA Fundraising & Sponsorship Program are:

- Help make hockey affordable
- Provide financial assistance.

The objective of CCMHA Fundraising and Sponsorship Program is to foster the development of our players. The underlying principles of the Program are to promote team and association unity and encourage a philanthropic vision which comes above personal gain.

**Fundraising and sponsorship activities may not commence until the Board has approved team budgets.**

### 2. GUIDING PRINCIPLES

Fundraising and Sponsorship make hockey more affordable for players and their families and so both are encouraged.

The Fundraising and Sponsorship Program Policies are required to ensure that fundraising and sponsorship activities are acceptable in nature, that all external communications are consistent with the image of CCMHA, and that no sponsor is subjected to excessive requests for funding.

Cold calling for fundraising or sponsorship opportunities is not allowed.

### 3. ASSOCIATION WIDE FUNDRAISING

The Board for CCMHA governs all fundraising and sponsorship activities and may reject or require additional information if any activity is perceived to be in conflict with the spirit of CCMHA.

CCMHA may, at the discretion of the Board, initiate association-wide fundraising activities. The Board shall determine the level of required team participation. A percentage of the proceeds from CCMHA fundraisers shall be returned to the team to be applied to team fees. This percentage will be determined by the Board and communicated to teams in advance.

#### **Association-Wide Fundraising: Dream Ticket Raffle**

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The Cumberland County Minor Hockey Association (CCMHA) coordinates annual association-wide fundraising initiatives, which include but are not limited to the *Dream Ticket* raffle. The associated fundraising fee is currently included in the annual player registration cost.

### **Ticket Distribution Process:**

1. Dream Tickets will be signed out to each Division Coordinator by the designated Board Member.
2. Division Coordinators are then responsible for distributing ticket packages to Team Managers. Team Managers must sign a receipt form acknowledging the number of tickets received.
3. Team Managers will distribute the tickets to individual players and/or their parents/guardians. Each recipient (parent/guardian or player) must initial the distribution form to confirm receipt of the assigned tickets.
4. As the cost of Dream Tickets has already been covered through registration fees, **families are not required to submit any funds collected from the sale of tickets. The money collected during ticket sales is retained by the family.** This structure is intended to offer families the opportunity to recover a portion of their registration fees.

### **Ticket Collection Process:**

1. Players or their parents/guardians must return all ticket stubs to their Team Manager by the deadline set by the Board.
2. The Team Manager must verify the return of tickets and stubs and sign the receipt form to confirm the correct number has been returned.
3. Once all team tickets have been accounted for, the Team Manager shall return the collected stubs and any unsigned tickets to the respective Division Coordinator.

All ticket stubs must be returned, including those that are not filled out.

### **Record Retention:**

All ticket stubs will be retained by the Association for a period of seven (7) years from the raffle draw date, in compliance with legal and financial audit requirements.

All fundraising activities are subject to Board Approval.

## **4. SPONSORSHIP**

Teams are encouraged to solicit team sponsorships, the proceeds of which shall be applied to team fees and other team expenses.

If a sponsor or donor with an offer to support a team approaches the team directly, (this will typically be parents, friends, or contacts of a player or coach) and requests a receipt for tax purposes, their sponsorship/donation money must be sent to the association's Treasurer. The Treasurer will then provide a receipt and pass the funds to the team involved. It is the team's manager's responsibility to

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deliver the tax receipts to each player's family for them to deliver to their respective sponsors.

All Fundraising & Sponsorship cheques must be made payable to: Cumberland County Minor Hockey Association (CCMHA).

If a sponsor wishes to provide clothing items (e.g., practice jerseys, hats, track suits, etc.) to a team, the donation must be allocated specifically toward the purchase of those items. Any sponsor-specific logos requested for inclusion on the clothing must also be fully funded by the sponsor.

Sponsor names may be advertised on other items such as banners, helmets and sticks. They shall not be displayed on visible playing equipment provided by CCMHA such as jerseys, socks and pant covers.

Sponsor bars are not to be permitted on any CCMHA uniforms at any time.

Any expense associated with servicing a team sponsor (i.e. complimentary tickets, thank you gift, logo screening, etc.) shall be a responsibility of the respective team.

It is possible that both CCMHA solicitation and an offer made by a Team Contact may result in two potential sponsors, while only one is required. The Team decides which one to accept. The sponsor that is not selected will be informed by the person that found them.

Donations are to be communicated in the same way as sponsorships. Teams have the discretion to acknowledge donations by printing names or logos of donors on banners, social media pages, etc.

CCMHA members and/or teams shall NOT accept sponsorships, IF the sponsors insist on conditions which are contrary to CCMHA policies and/or detrimental to CCMHA.

CCMHA will post names of the association wide sponsors on its website in alphabetical order as an overall thank you. CCMHA will issue a receipt to any company or individual making a donation or Sponsorship.

All sponsorships & fundraising activities are subject to Board Approval.

No team shall be in direct competition with one another for sponsorship or at any fundraising event within CCMHA. Team and individual fundraising at CCMHA tournaments will not be permitted without approval of the Board of Directors.

Fundraising & Sponsorship may occur at the Association/Division or Team Level.

1. Association/Division Sponsor: An Association Sponsor may be a corporation, organization or individual that provides funding for the Association. Consideration will also be given to the Sponsor name being given to a division. For example, Tim Hortons may sponsor the entire IP Program and name the program Timbits. Funds raised through Association sponsorship shall be used to offset costs such as ice rentals, Officials and development. These sponsors will be acknowledged and thanked on the Association website.
  - Platinum Sponsorship \$2500 or more
  - Gold Sponsorship \$2000 - \$2499
  - Silver Sponsorship \$1000 - \$1999

- Bronze Sponsorship \$500 - \$999
2. Team Sponsor: A Team Sponsor may be a corporation, organization or individual that provides funding for the team. The Funds raised through team sponsorship shall be used by the team for the benefit of the entire team.

Team Sponsor Maximums: Teams may secure a maximum of **\$350 per rostered player** in sponsorship funds. This amount is intended to support team-related expenses such as supplementary ice time, development opportunities, team apparel, or approved travel costs.

The total allowable sponsorship is calculated as follows:

**Number of rostered players × \$350 = Team Sponsorship Maximum**

**Example:**

A team with 15 players may collect up to **\$5,250** in sponsorship funds.

*(15 players × \$350 = \$5,250)*

**Contribution Tracking and Allocation**

All sponsorship contributions must be tracked, and teams are responsible for ensuring that they do not exceed their total allowable amount.

**Example:**

If a team receives a single sponsorship totaling **\$700**, this would represent the allowable sponsorship for **two players**:

*(2 × \$350 = \$700)*

**Excess Contributions**

Any funds received in excess of the calculated team maximum must either:

- Be declined prior to acceptance, or
- Be returned to the donor, unless otherwise directed by the CCMHA Executive.

Failure to comply with this policy may result in disciplinary action or restrictions on future sponsorship opportunities.

Any fundraising and sponsorship activities outside the scope of this policy must first be presented to the Division Coordinators who will then seek Board approval.

Compliance with the policy is mandatory. Failure to comply will be addressed by the Board. Sanctions may include forfeiture of all funds and suspension of all those involved including the Coaches, Managers, players, parents/guardians and supporters.

## 5. TEAM FUNDRAISING

An effective fundraising group is a critical part of a team's success throughout the season. In addition to the prescribed fundraising program, teams and individuals may select to raise funds through other means. Some common ways to raise funds could include:

- Bottle drives
- Car washes

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- Garage sales
- Bake sales
- Walk-a-thon (or other variation)
- Product sales (i.e., chocolates, pies)
- 50/50 Cash Board
- Ticket sales

All activities, once decided upon by teams and individuals, are subject to CCMHA Board approval and must be included on the team's initial budget.

Any changes to the approved budget after it is approved (i.e. adding in an additional fundraising activity), will require board approval before proceeding.

The Team Manager is responsible for all documentation, financial management, and event reporting as required by CCMHA.

100% of the fundraising event net proceeds will go to the team account. Expenses to be supported by receipts, which the Board may ask to review.

All money collected through fundraising events will be used for team activities and not for the benefit of the parents.

Funds raised through team fundraising may not be used for the purchase of team supplementary clothing.

Events that are conducive to joint initiatives between teams should be considered to divide the workload and increase the financial return.

The following fundraising events shall not be approved to raise funds for any CCMHA team due to legal and/or insurance reasons:

- a. Any event involving the sale or distribution of alcohol or drugs.
- b. Any event involving use of fireworks.
- c. Any event that infringes on the lottery and gaming rules in Nova Scotia, or any other laws.

Fundraising shall not exceed the annual team budget. Please refer to the Association's Budget Creation Policy for more detailed information regarding team budget limits.

Surplus Team account balances will be used to offset development activities across the Association. Funds remaining at the end of the year are to be returned to CCMHA to support Association wide activities.

All Parents, Players and Supporters are encouraged to participate equally in fundraising activities. Players and/or Parents are entitled to forgo participation in a designated team fundraising activity however they shall be expected to contribute to the team budget the equivalent of the participating players' share of the proceeds. Should a Parent or Player be unable to participate in a team fundraiser on an isolated basis and for a legitimate reason, the team Parents will decide whether the Parent will be expected to contribute a pro-rated amount to the team. Alternatively, the team may opt to allocate

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the proceeds of a fundraiser to only those Players participating, e.g. if 9 of 12 Players participate, the proceeds would be divided by 9 and applied to the team fees for those Players.

No team shall be in direct competition with another at any fundraising event within CCMHA. Prior approval to fundraise at any tournament must be submitted to the Fundraising and Sponsorship Committee for Board approval to avoid any conflicts.

CCMHA has developed a Fundraising and Sponsorship Policy to help teams and individuals garner the financial support they require to be successful while providing structure and guidelines that are in accordance with CCMHA values.

The Board of Directors for CCMHA governs all fundraising activities.

Any fundraising activities outside the scope of this policy must first be presented to the corresponding Division Coordinator who will then seek Board approval.

### 6. COMMUNICATIONS

General information regarding sponsorship for the use of sponsors and members, including options and amounts will be listed on the web site and updated from time to time by Board decision.

Formal communications regarding sponsorships and donations are to be carried out by CCMHA, including:

1. Solicitations for Association Sponsorship. CCMHA routinely approaches local firms, especially those who have sponsored us before. This is the only acceptable way of soliciting. A team may refer to the Association's Sponsor List on the CCMHA website to approach untapped sources that are not included on this posted list.
2. Follow-up letters
3. Invoices
4. Receipts

### 7. REVIEW

The Policy will be reviewed by Cumberland County Minor Hockey on an annual basis.