

SSMHA Fundraising Policy

South Shore Minor Hockey Association Sponsorship and Fundraising Policy

Mission Statement / Purpose

Our mission is to enhance the on-ice experience for players at South Shore Minor Hockey Association (SSMHA) through funds dedicated to on-ice development, tournament costs, and on-ice apparel. We seek sponsorships that benefit our membership and facilitate funds for the operation of hockey programs while minimizing the financial burden on our families.

Sponsorship Policy

Objectives

1. Integrity and Confidentiality: Sponsorships must not compromise the association's objectives, policies, or practices, and must protect membership confidentiality.
2. Brand Protection: Sponsorships should not overshadow the Association's name, colors, or logo.
3. Appropriateness: Sponsorships must align with the association's values and not promote products inappropriate for children.

Definitions

- Sponsorship: A mutual agreement where the sponsor provides funds or services in exchange for recognition or promotional benefits. Sponsorships involve formal agreements and are not eligible for tax receipts.
- Gift/Donation: Contributions made without reciprocal benefits, recognized marginally compared to the value of the gift.

Sponsorship Benefits

- Association Sponsorships: For items like the Association Website, sanctioned events, and awards. Rewards may include team photos, media mentions, website links, banners, and promotional material distribution.
- Team Sponsorships: Permitted with approval from the Fundraising Chair. Rewards include advertising in programs, name bars on jerseys, website links, banners, and in-game announcements. Sponsorships must adhere to Association colors and crest placements.

Restrictions

- Prohibited Sponsorships: Alcohol, tobacco, performance-enhancing substances.
- Merchandise: Sponsorships involving merchandise must use the officially

recognized supplier and adhere to contract terms.

Sponsorship Duration

- Seasonal: Sponsorships last for one season unless otherwise specified.

Fundraising Policy

Association Fundraising

- Purpose: To reduce costs for members or fund specific initiatives. All members must participate, and association fundraising takes precedence over team fundraising.

Team Fundraising

- Approval: Must be approved by the Fundraising Chair. Requests should be submitted at least three weeks in advance and must not conflict with Association fundraising.
- Sanctioning and Permits: Teams must obtain all necessary permits and licenses and provide copies to their Level Coordinator. Activities may need approval from Hockey Nova Scotia and/or Hockey Canada.
- Use of Funds: For team-related expenses only, including ice time, specialized coaching, tournament fees, and team supplies. Any equipment purchased becomes Association property.

Fundraising Levy

- Percentage: Teams must remit 10% of gross fundraising revenue to SSMHA.

Team Budget

- Submission: A Team Budget must be submitted by October 31st, with ongoing financial reports due throughout the season. A Bank account must be opened and used for all team funds and monthly bank statements provided with final budget by April. 15th. Excess funds at season end must be returned to SSMHA by May 1st.

Policy Compliance

- The Fundraising Chair may seek Board guidance on issues not explicitly covered in this policy.

Contact Information

For sponsorship or fundraising inquiries, please contact the Fundraising Chair at fundraising@ssmha.ca.

Approved by Board vote on August.27th/2024