



Bradford West Gwillimbury Minor Hockey Association

123 Main Street, P.O. Box 383, Bradford, ON L3Z 2A9

Team Fundraising and Sponsorship Information

Dear Team Manager/Coach:

Welcome to a new season of hockey! Please read the following important information regarding Sponsorship and Fundraising Rules/Responsibilities for BWGMHA teams.

Sponsorships

To help offset cost, MD teams within BWGMHA may obtain their own sponsorship by providing name bars on individual player jerseys, team apparel or gear or company logos or name bars on a team banner. After procuring sponsorship, all MD Team Managers or Coaches must submit a listing of individual sponsors, along with the amount being sponsored, to the Marketing Director – to prevent duplication throughout the association and for tracking purposes. House and Local League sponsorships are obtained at the Association level.

MD teams selected in spring try-outs must wait until August before soliciting organizations for sponsorships, to allow for house and local league sponsorships to be secured first. House and local league sponsors will be posted on the website once the teams are finalized, to avoid duplication of solicitation.

Fundraising

All fundraising activities at the team level must have approval from the BWGMHA Marketing Director before they can be started. Many fundraising activities follow strict rules (i.e. bottle drives), require BWG town approval, or require a lottery license (i.e. raffles). Therefore, it is imperative that any team wishing to fundraise MUST complete the appropriate form (The Team Fundraising Application Form can be found on the BWGMHA website) and submit it to the Marketing Director for approval prior to beginning the activity.

Raffles should be planned well in advance, with their draw dates and prize values established. Team licenses require the signatures of two BWGMHA Board of Directors members (President, Treasurer, Board Members with Financial Signing Authority). As all teams are under one joint BWGMHA umbrella lottery license; there is a limited number of raffles that can be completed in any given season. Any lottery funds (ins and outs) must ultimately flow through the BWGMHA Lottery Account at the Association level and not at the team account level, as the association is required to submit a financial summary to the Town of Bradford upon completion of the raffle. Many fundraisers (such as bottle drives and meat sales) should not be run concurrently with other teams and will need to be scheduled through the Marketing Director. A calendar will be kept ensuring that such fundraisers do not overlap.

Receipts can be issued to businesses for payments so they can claim them as business expenses. This is done on simple letterhead (can be obtained by the Hockey Administrator). Please contact

me or Nancy Bateman (treasurer@bradfordbulldogs.com) if you should have any questions regarding team sponsorship or fundraising.

Many thanks,

Jon Kit

Jon Kit

Marketing Director, BWGMHA

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