



Bradford West Gwillimbury Minor Hockey Association

P.O. Box 383, Bradford, ON L3Z 2A9

Team Sponsorship/Fundraising 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

In order to help offset their costs Rep teams may obtain their own sponsors by providing name bars on individual player jerseys. After procuring all required sponsors, all Rep Team Managers must submit a listing of individual sponsors, along with the amount being sponsored, to the Marketing Director prior to ordering the sponsor name bars – to prevent duplication throughout the association and for tracking purposes. Local League sponsorships are obtained at the Association level.

Rep teams must wait until August before soliciting organizations for sponsorships, to allow for the local league sponsorships to be secured first. 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 (Usually the President and the Treasurer) and as all teams are under one joint BWGMHA umbrella lottery license; there is a limited amount of raffles that can be completed in any given season. Any lottery funds (ins and outs) must flow through the BWGMHA Lottery Account at the Association level and not at the team account level, as we are required to submit a financial summary to the Town 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 in order to ensure 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 myself or Nancy Bateman, if you should have any questions regarding team sponsorship or fundraising.

Kind Regards,

Alison Domingues - Marketing Director, BWGMHA
Email: marketing@bradfordbulldogs.com