



SOUTHWEST ZONE HOCKEY ASSOCIATION OF EDMONTON

**P.O. Box 41114, 2037 - 111 Street NW
Edmonton AB T6J 6M7**

Team Sponsorship Policy for the 2016-2017 Season

Overview:

Southwest Zone wishes to facilitate the sponsoring of its teams by local businesses. If a minimum threshold of sponsorship is met, a team may be named after the sponsor. Proceeds from the sponsorship will indirectly go towards lowering the costs of development programs for the Zone's higher level teams, where such programs exist. The Association's ability to attract sponsorships enables it to continue to provide the direct subsidy it has already provided to certain teams.

This policy speaks only to sponsorships where it is the sponsor's desires to have the team named after the sponsor. Currently, any other direct sponsorship of teams by local persons or companies are at the discretion and management by the individual teams, subject to the conditions noted below. The Zone has the right to amend and expand its sponsorship policies from time to time to contemplate additional levels of sponsorship.

Sponsorship Program – Team Naming Rights

The Zone will permit a team to be named after a local sponsor, provided the following:

- The local sponsor is approved by the Board (or the Board's Sponsorship Committee),
- The sponsor donates at least the minimum amount to the Zone (for the 2016-2017 season the amount is \$1,500).
- The amount is donated in cash. Any "in kind" donations will need to be evaluated by the Board to determine if they are appropriate before naming rights are granted.

The sponsor will receive the following benefits:

- Team will be named after the sponsor when appearing in print (where controlled by SWZ or the team). Example: SW6XX Sponsor Company Ltd. Oil Kings
- The sponsor can provide a crest to be sewed onto the jerseys. The size and location of the crest must be approved by the SWZ Equipment Director.
- A team will have no other "named" sponsor, so no additional cresting on the jerseys is permitted.

Use of sponsorship funds:

Currently, the zone provides a development program to its Atom and Peewee teams, and may expand this to other categories. The cost of this program is levied directly to the team and reduced by sponsorship funding. Currently, as the Zone does not have enough sponsors for all of the development teams, the zone is directly subsidizing the teams that do not have direct sponsors. For clarity, each team's program cost is reduced by \$1,500 whether or not the team has a named sponsor.

As such, any additional sponsorship funds raised under this program will go directly to SWZ to offset the subsidy already provided.

Sponsorship finder fee:

Any team that is able to attract a \$1,500 naming sponsor to participate in this program, whether for their team or another zone team, will receive finder fee of as follows:

- \$100 if the sponsor signs for the single year
- \$300 if the sponsor signs for two years
- \$500 if the sponsor signs for three years

Example:

A team finds a sponsor who is willing to donate \$2,000 for a single year, above the minimum \$1,500 naming right donation:

- \$2,000 is paid to SWZ
- \$100 finder fee is paid to the team
- \$500 surplus donation is paid to the team
- The remainder is kept by SWZ to offset the development program subsidy already provided to the team.

Other sponsorships:

Currently, teams are welcome and encouraged to find additional sponsors for their teams. Outside of the team naming program, any sponsorship funds raised by a team will go directly to the team. Any sponsorship recognition that the team agrees to provide the sponsor is fine, as long as the official team sponsor is included in all such recognition and is presented in a way that is no less prominent than any other sponsor.

For clarity, if a team was able to attract a sponsorship at or above \$1,500 and the sponsor did not want to participate in the team naming program, the full sponsorship funds would go to the team.