

EMHA Sponsorship Program Overview

July 2025

The Ennismore Minor Hockey Association (EMHA) recognizes the value that community sponsorships bring to our teams and players. This Sponsorship Program was created to provide teams with a consistent framework for securing additional support from local businesses and organizations, while ensuring clarity, fairness, and alignment with EMHA's values.

Why This Policy Was Created

This is not a tiered sponsorship model. Instead, this program offers teams the opportunity to independently seek additional team sponsors if they choose to. These optional sponsorships allow teams to raise funds for team-specific needs such as clothing, tournament costs, or additional ice time.

The policy sets out clear guidelines for the types of sponsorships available, what each sponsorship includes, and how sponsors are to be acknowledged. This ensures that all teams operate under the same expectations and that all sponsors receive the recognition they've been promised.

Key Points for Teams

- Participation is optional: Teams are not required to pursue additional sponsors, but those who do must follow this policy.

- If your team chooses to secure sponsors, it is your responsibility to:
 - Clearly explain the type of sponsorship being offered
 - Let the sponsor know exactly how their business will be recognized
 - Follow the banner and clothing guidelines in this policy
 - Track funds and send a thank-you or acknowledgment

This program is meant to support your fundraising efforts while maintaining consistency across the Association and upholding our standards. Please review the full policy before reaching out to any sponsors.

For questions or clarification, contact the EMHA Sponsorship Coordinator at eaglessponsorship@gmail.com

EMHA Sponsorship Program Policies & Procedures

1. Overview

The Ennismore Minor Hockey Association (EMHA) recognizes the importance of community sponsorships in supporting youth hockey. This policy establishes clear guidelines for a sponsorship program, with defined roles and responsibilities at both the Association and team levels.

2. Sponsorship Types

Team Name Bar Sponsor – \$1,000

- **Responsibility:** Secured by EMHA board only.
- **Funds Allocation:** 100% to EMHA.
- **Limit:** 1 per EMHA team
- **Sponsor Recognition:**
 - Business name on official team jerseys.
 - Team named after the sponsor (e.g., EMHA Eagles – "Business Name").
 - Team logo placement on EMHA's website
 - Largest logo placement on the team's portable banner.
 - Recognition as "Sponsor of the Week" on EMHA's social media platforms.

Additional Team Sponsors – \$150 or more

- **Responsibility:** Secured by individual teams.
- **Funds Allocation:** 100% to the team.
- **Limit:** No limit (unlimited sponsors allowed).
- **Sponsor Recognition:**
 - Logo displayed on the banner* (smaller than team jersey sponsor).
 - Teams that operate their own team-specific social media accounts may acknowledge and promote their additional sponsors through those channels.
 - Additional team sponsors will not be featured on the official EMHA social media platforms.
 - Teams should send a thank-you card/photo of the team or a small token (e.g., framed team photo with sponsor logos).

** See Banner Requirements*

Team Clothing/Uniform Sponsors – Value to be determined by team

- **Responsibility:** Secured by individual teams.
 - **Funds Allocation:** 100% to the team.
 - **Limit:** No limit (unlimited sponsors allowed).
 - **Sponsor Recognition:**
 - Clothing/Uniform Sponsor Logo displayed on team clothing/uniform.
 - If using the Ennismore Minor Hockey logo on the uniform, it must be the EMHA approved logo
 - Teams that operate their own team-specific social media accounts may acknowledge and promote their additional clothing/uniform sponsors through those channels.
 - Team clothing/uniform sponsors will not be featured on the official EMHA social media platforms.
 - Teams should send a thank-you card/photo of the team or a small token (e.g., framed team photo with sponsor logos).
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3. Banner Requirements

- Each team that obtains additional team sponsors **must purchase one portable, standalone pop-up banner** using funds raised through their teams additional team specific sponsorships.
- Banner must include:
 - Ennismore Minor Hockey approved logo
 - Team name, including name bar sponsor prominently displayed at the top of the banner
 - Logos of all additional sponsors below name bar sponsor

To see an example of the retractable, pop-up banner, please see Appendix 1.

- **Usage:**
 - Banner must be displayed at **all games and tournaments**, home and away.
 - Banners must be free-standing and of professional quality.
 - **Banner Coordinator:**
 - Teams should appoint one volunteer to be responsible for transporting, setting up, and maintaining the banner.
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4. General Policies

- Participation in the additional team sponsorship or clothing sponsorship program is **optional**.
 - Teams choosing to pursue sponsorships **must follow the structure** outlined in this policy.
 - In accordance with the OMHA Manual of Operations, all sponsors **must** be appropriate for a youth sports context (e.g., no alcohol, tobacco, or gambling-related businesses).
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5. Use of Sponsorship Funds

- **Team Name Bar sponsorship funds** are managed by EMHA and used to support association-wide initiatives.
 - **Additional team sponsorship funds** are to be used for team-specific items as decided by the team (e.g., team clothing, practice jerseys, extra ice, tournament fees)..
 - *Misuse of sponsorship funds may result in loss of fundraising privileges or other disciplinary action by EMHA.*
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6. Approval & Oversight

- *EMHA reserves the right to:*
 - *Approve or reject any sponsor deemed inappropriate.*
 - *Review team banners for compliance.*
 - *Require changes to sponsorship representation if policy is not followed.*
 - *Teams must submit mock-up designs of their banners to EMHA's Sponsorship Coordinator prior to ordering for approval.*
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7. Invoicing & Receipts

7.1 Issuance of Sponsorship Receipts

- **Team Name Bar Sponsors:**
*For all team name bar sponsorships obtained directly by EMHA, the Association will issue an official **sponsorship receipt** acknowledging the contribution. These receipts are for business accounting purposes*

only and are **not tax-deductible** unless EMHA obtains charitable status.

- **Additional Sponsors:**

*For team-level sponsorships (Banner and Clothing), teams are responsible for acknowledging the sponsor's contribution. Teams may issue a **formal acknowledgment letter** on team letterhead confirming the amount received and the nature of the sponsorship, but formal tax receipts will not be issued by Ennismore Minor Hockey Association.*

7.2 Acknowledgment Letters for Teams

Teams should include the following in their acknowledgment letters:

- ☐ Team name and division
- ☐ Sponsor name and contact details
- ☐ Date and amount of contribution
- ☐ A brief statement of appreciation
- ☐ Signature of team manager or head coach

7.3 Record Keeping

- *Team managers must maintain accurate records of all sponsorship funds received and how they are allocated as part of their teams budget. All funds secured through additional sponsors must be noted in and communicated as part of the teams formal budget reporting process.*

8. Sponsorship Deadline

*All sponsorship commitments and banners must be completed by **October 31st** of the current season.*

9. Policy Review

This policy will be reviewed **annually** by the Board prior to the start of each season and updated as needed.

10. Contact & Questions

For questions or assistance related to sponsorships, teams may contact the EMHA Sponsorship Coordinator at:
eaglessponsorship@gmail.com



**Glenn
Windrem U18 B**

Thank you to our sponsors!

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