



# WATERLOO YOUTH HOCKEY ASSOCIATION



PO BOX 2041 • WATERLOO, IOWA 50701 • WWW.WYHA.ORG

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## 5. Sponsorships & Peelers

- a. Revision: 1.1
- b. Revision Date: 09 March 2015
- c. Peelers.
  - i. A peeler is card that is has several “coupons” to local businesses providing discounts to people who purchase them.
  - ii. The peeler program is completely optional.
  - iii. At the parent’s meeting at the beginning of each season families have the option to sign for 50 peelers (\$500.00). Once the initial 50 peelers are sold, a family must turn in the \$500.00 (this money goes towards their player(s) dues) and may sign for as many as 40 more. No more than 40 will be issued to a family at one time without turning in money.
  - iv. The cost of peelers when sold is \$10.00 each. All of the money raised goes towards dues.
  - v. If a family signs for peelers, they are responsible for either turning the peelers back in or the money for them.
  - vi. Any unsold peelers must be turned back in or paid for.
- d. Sponsorships.
  - i. Sponsorships are the other way to collect money for dues by requesting money from local business, employers, friends and family members.
  - ii. There is a sponsorship form available in Appendix A or on the Sponsors Page of [www.wyha.org](http://www.wyha.org)
  - iii. The sponsorship form has a brief description of the organization, player information, sponsor information, sponsor benefits and a tax deductible receipt for the donor.
  - iv. The four levels of sponsorship are:
    1. Bronze Level                   \$50.00 to \$99.99
    2. Silver Level                   \$100.00 to \$199.99
    3. Gold Level                    \$200.00 to \$299.99
    4. Platinum Level               \$300.00 to \$399.99
    5. Diamond Level               \$400.00 to \$499.99
    6. Franchise                    \$500.00 and up.
  - v. Benefits for sponsors include:
    1. Bronze Level:
      - a. Name posted on WYHA website.
      - b. WYHA window cling for displaying support.
      - c. Receipt for Tax Deduction.
    2. Silver Level (includes Bronze Level benefits and):
      - a. Name posted at Young Arena



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3. Gold Level (includes Bronze and Silver Levels and):
  - a. Link to sponsors company website.
4. Platinum Level (includes Bronze, Silver and Gold Level benefits and):
  - a. Acknowledgement of sponsor at Jr. Hawk home tournament.
5. Diamond Level (includes Bronze, Silver, Gold and Platinum Level Benefits and):
  - a. Acknowledgement of sponsor at Waterloo Blackhawks home game.
6. Franchise Sponsor (includes Bronze, Silver, Gold and Platinum Level benefits and):
  - a. A solid walnut plaque of appreciation.
  - b. A new plaque is given for every 10 years of sponsorship.
  - c. Annual plates with the year will be given for each sponsored year until existing plaque is full.
  - d. Plaques are only available to Businesses, not individuals.
- vi. Parents of players may not be sponsors directly. If a parent owns a business a sponsorship may through his/her company. Parents will not personally receive a tax deduction for paying their players dues.
- vii. No links to a family or personal website will be allowed, businesses only.
- viii. Once a player has received a sponsorship from a business, that business is considered "protected". No other players may solicit that business for sponsorship as long the original player is in the organization. However, if that business chooses to sponsor more than one player, it will be allowed. If another player does solicit and receives a sponsorship from a "protected" business, that sponsorship money will go to the original player sponsored.
- ix. Any combination of peelers and sponsors can be used to pay dues for travel team, house league or both.
- x. Any amount of money that is raised above a players dues may only be used in one of two ways:
  1. Excess funds can be designated to another player within the organization for his/her dues. These funds may be designated to one or multiple players.
  2. Excess funds can be added to the general WYHA fund to help cover ice expenses, house league equipment costs, etc.
- xi. Only the most current version of the sponsorship form will be accepted. Benefits to sponsors are being updated annually, so it is important the most current version is presented to sponsors. The most current version of the sponsorship form available on the Sponsors Page on [www.wyha.org](http://www.wyha.org)



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- xii. Sponsorship forms turned in after the dues deadline may not be on the sponsorship board displayed in Young Arena. Sponsorships may still be displayed on the website after the dues deadline.
- xiii. If sponsorship forms are not filled out complete or accurately, the responsibility of misspellings or missing information falls on the family turning in the form.
- xiv. Under no circumstances will sponsorship money or peeler money raised be refundable.