

Dallas Junior Hockey Association – Policy Statement

Sponsorship Guidelines



Sponsorships

A sponsorship is considered as any contribution of cash, equipment, or transferrable funds (bank to bank transfers, stock, bonds, or other asset), which requires a copy of DJHA's 501(c) (3) letter for IRS tax deduction purposes. All sponsorship opportunities must be presented before and approved by the DJHA Board of Directors prior to acceptance by the Association, Team or Player. All sponsorship checks must be made payable to Dallas Junior Hockey Association. Any use of the sponsor's logo or advertisement on the DJHA website, marketing or promotional materials, games, programs or tournaments or the use or reference to the DJHA website(s), current or past DJHA or Dallas Penguins logos, lettering, name or any other Association brand must be approved by the DJHA Board of Directors.

There are three (3) types of sponsorships:

- 🏆 **Association**
- 🏆 **Team**
- 🏆 **Player**

Association Sponsorship is defined as an individual, company or organization not affiliated with DJHA that expresses a monetary interest, participation, or affiliation to promote DJHA and its programs, Dallas Penguins teams, Tournament(s) or itself through a contractual agreement for a certain period of time, but never more than three consecutive years and optional annual renewals. The funds received for an **Association Sponsorship** will be allocated as follows:

- 🏆 **15%** of the sponsorship amount will be allocated for the Travis Stryker Memorial Scholarship Fund
- 🏆 **15%** of the sponsorship amount will be allocated for the Dan Hess Memorial Scholarship Fund
- 🏆 The remaining **70%** of the sponsorship amount will be deposited into the DJHA general operations account to be utilized and distributed as determined by the DJHA Board of Directors

Team Sponsorship is defined as an individual, company or organization not affiliated with DJHA that sponsors a team(s) during a specific season which shall include regular, playoff, state, and national games (depending on age Division level). **Team Sponsorship** opportunities must be presented before and approved by the DJHA Board of Directors prior to acceptance by the Association, Team or Player.

The funds received for a **Team Sponsorship** will be allocated as follows:

- **15%** of the sponsorship amount will be allocated for the Travis Stryker Memorial Scholarship Fund
- The remaining **85%** of the sponsorship amount will be allocated to the identified team(s) to be distributed equally and utilized for the benefit of the entire team, unless one of the following:
- If a family solicits a **Team Sponsorship**, and at the family's discretion, **70%** of the sponsorship amount may be allocated to the player(s) team account who signs on the sponsorship.
- The remaining **15%** of the sponsorship amount will be allocated to the identified team(s) to be distributed equally and utilized for the benefit of the entire team.
- If a coach solicits a **Team Sponsorship**, the split of the remaining **85%** of the sponsorship amount will be determined on a case-by-case basis by the President and Treasurer of the Association.

If the **Team Sponsorship** amount exceeds the amount needed to cover team fees, the excess sponsorship amount will be allocated as follows:

- **50%** of the excess sponsorship amount will be allocated for the Travis Stryker Memorial Scholarship fund
- The remaining **50%** of the excess sponsorship amount will be allocated for the Dan Hess Memorial Scholarship fund

Player Sponsorship is defined as an individual, company or organization not affiliated with DJHA that sponsors a player(s) during the current season. **Player Sponsorship** opportunities must be presented before and approved by the DJHA Board of Directors prior to acceptance by the Association, Team or Player.

The funds received for a **Player Sponsorship** will be allocated as follows:

- 🍪 **15%** of the sponsorship amount will be allocated for the Travis Stryker Memorial Scholarship Fund
- 🍪 **70%** of the sponsorship amount will be applied to the identified player(s) association fees
- 🍪 The remaining **15%** of the sponsorship amount will be transferred from the Association to the team treasurer and applied to the identified player(s) team fees.

NOTE: *No player(s) can receive more than the combined total of their association and team fees.*

If the **Player Sponsorship** amount exceeds the combined total of the player(s) association and team fees, the excess sponsorship amount will be allocated as follows:

- 🍪 **50%** of the excess sponsorship amount will be allocated to the identified team(s) to be distributed equally and utilized for the benefit of the entire team
- 🍪 The remaining **50%** of the excess sponsorship amount will be deposited into the DJHA general operations account to be utilized and distributed as determined by the DJHA Board of Directors

NOTE: *If a player(s) receives a sponsorship, that player(s) is precluded from receiving any reimbursement of excessive team fees at the conclusion of that specified season.*

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Donation Guidelines



Donations

A donation is defined as a monetary or equipment contribution to the Association. A 501(c)(3) letter will be provided for all equipment or monetary donations over \$50, unless the donor specifies not to accept one.

Equipment Donation is defined as any equipment that is donated or purchased and used for the benefit of the Association. Any equipment donations affixed within a locker room (e.g. refrigerators, televisions, stereos, etc.) become permanent property of that locker room.

Monetary Donation is defined as a personal financial contribution of \$25 or more from the donor's own assets and paid directly to the Association. Monetary donations must be in the form of cash, check, money order, credit card or transfer of stock certificate.

Memorial Donation is defined as a monetary donation in memory of a Player, Family Member, Friend, or Loved One to provide recognition to their life. The recognition will be commemorated for the remainder of the current season. All proceeds will be allocated by the Association President and Treasurer.

Both equipment and monetary donations can be directed to a particular team, provided the donation is used for the benefit of the entire team (e.g. pucks, water bottles, team fees, etc.).

Monetary donations will be allocated as follows:

- **15%** of the donation amount will be allocated for the Travis Stryker Memorial Scholarship Fund
- The remaining **85%** of the donation amount will be allocated as directed by the donor (e.g. general fund, team fees, scholarship fund, etc.)

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Donation Guidelines



Fundraising

Fundraising is defined as any team organized event to include; team raffles, silent auctions, car washes, scratch-off cards, family support banners, car hops, garage/rummage sales or recycling or any other event(s), item(s), and/or service(s) sold by a team to raise money.

The following must be submitted to the DJHA Board for approval at least 30-days prior to commencement of the fundraiser:

- Details of the item(s) or service(s) to be sold by team(s) to raise money
- Any requests for advertisement or content for display or use on the DJHA or Dallas Penguins website promoting the team(s) organized event
- Any requests for use or reference to the DJHA website(s), current or past DJHA or Dallas Penguins logos, lettering, name or any other Association brand for any item(s) or service(s) sold by a team to raise money

All proceeds from team fundraisers will be allocated as follows:

- **15%** of the proceeds will be transferred to the DJHA Treasurer to be allocated for the Travis Stryker Memorial Scholarship Fund
- The remaining **85%** of the proceeds will be retained by the identified team(s) to be distributed equally and utilized for the benefit of the entire team

On a case-by-case basis, the DJHA Board of Directors, at its discretion, may elect to waive the 15% / 85% split and allow **100%** of all proceeds for the fundraiser to be retained by the identified team(s) to be distributed equally and utilized for the benefit of the entire team.

NOTE: No team fundraisers are allowed during Local, State, or National Tournaments. Teams should plan these events in other months as not to conflict with any Tournament activities.