



## **FOR SPONSORSHIP PARTNERS**

### **Sponsorship Policy for Lucan Minor Hockey Association**

### **Terms and Conditions**

September 2024

#### **INTRODUCTION:**

Lucan Minor Hockey Association is made up exclusively of volunteers. From coaches to executive members, our community dedicates countless hours to the achievements of our organization. Fundraising and Community Partners play a vital role in the success of Lucan Minor Hockey. A partnership with our organization promotes a fun and rewarding experience for our members, with a strong focus on sportsmanship, pride, friendship, and self confidence.

Established in 1949, the Lucan Minor Hockey Association is a not-for-profit organization that provides a fun and safe environment for all players. The LMHA program prides itself in the development of on ice skills and positive, personal growth off the ice.

#### **GUIDELINES:**

##### **ELIGIBILITY FOR SPONSORSHIP:**

- LMHA accepts sponsorships solely from businesses that resonate with our mission, vision, and values. We reserve the right to decline any sponsorship that does not align with our organizational morals and ethics.

##### **TYPES OF SPONSORSHIP:**

- LMHA offers diverse sponsorship opportunities, encompassing program sponsorship, team sponsorship, event sponsorship, and more. Additionally, sponsors may opt to make general donations to support the organization comprehensively.

##### **SPONSORSHIP PACKAGES:**

- LMHA presents various sponsorship opportunities detailing the benefits and recognition accorded at different sponsorship levels including (NEW) team level sponsorship.

## **RECOGNITION AND PROMOTION:**

- Sponsors receive acknowledgment and promotion across multiple channels, including our website, social media platforms, and promotional materials. We collaborate with sponsors to ensure alignment between their branding and messaging with our organizational values and mission.

## **CONFLICT OF INTEREST:**

- LMHA refrains from accepting sponsorships from businesses or organizations that conflict with our organizational interests or values.

## **EXCLUSIVE SPONSORSHIP:**

- LMHA may extend exclusive sponsorship opportunities to select sponsors based on the level of support and nature of sponsorship, potentially encompassing specific programs, events, or product categories.

## **TERM OF SPONSORSHIP:**

- While sponsorship agreements typically span one year, longer-term commitments may be considered, including two-to-three-year terms. Sponsors have the option to renew their sponsorship with approval from the Executive at the end of each term.

## **• TERMINATION OF SPONSORSHIP:**

- LMHA reserves the right to terminate a sponsorship agreement should the sponsor fail to fulfill their obligations or contravene our values and mission.

## **CONCLUSION:**

LMHA is dedicated to cultivating robust partnerships with businesses and local community organizations that share our dedication to promoting youth sports and community engagement. This policy delineates our sponsorship criteria and expectations, facilitating mutually beneficial collaborations. We collaborate closely with sponsors to ensure that their support enriches both their business and our organization.

**Lucan Minor Hockey Association Executive**