

SPONSORSHIP Guidelines

Established: September 8, 1999

Amended: May 17, 2004

1. Team sponsorship revenue is an important and integral part of PMHA budgeting each year. Potential sponsors should be referred to the Community Relations Director.
2. All Team sponsors shall be the responsibility of the Community Relations Director and teams wishing to obtain their own sponsor must consult with the Community Relations Director who will bring the request forward to the PMHA Executive.
3. Each team may have only one sponsor.
4. Sponsors will be assigned based on team affiliation and sponsor preference where possible, at the discretion of the Community Relations Director.
5. Sponsor requests for reassignment during a contractual period may be subject to the cost of moving cresting to jerseys of new team. No movement to take place after August 31st unless approved by the Equipment Manager.
6. PMHA establishes team sponsor rates and fees paid are directed to general Association funding. The sponsor is under no obligation to provide additional support to the team. The sponsor is already committed to making a substantial contribution to PMHA funding.
7. The Community Relations Director will provide a list of sponsors to team coaches and/or managers. Teams should avoid approaching these sponsors for additional support in fund raising activities.
8. PMHA Community Director is responsible for ensuring that a framed team picture is personally delivered to each sponsor, showing the team name, sponsor name and year picture is taken, prior to the end of the playing season.
9. Team Managers are responsible for maintaining verbal or written contact with the team's sponsor and providing press coverage of team activities. In any press release given to local newspapers or radio stations regarding team activities, the team sponsor's name must be used.