

# Amherst Little Association Fundraising & Sponsorship Program

## 1. Introduction

Money should never be a hindrance to any player who has the desire, skill, and talent to play baseball at any level. Therefore, the objectives of the Amherst Little Association Fundraising & Sponsorship Program are:

- Help make baseball affordable
- Provide financial assistance.

The objective of Amherst Little Association Fundraising and Sponsorship Program is to foster the development of our players. The underlying principles of the Program are to promote team and association unity and encourage a philanthropic vision which comes above personal gain.

## 2. Guiding Principles

Fundraising and Sponsorship make baseball more affordable for players and their families and so both are encouraged. The Fundraising and Sponsorship Program Policies are required to ensure that fundraising and sponsorship activities are acceptable in nature, that all external communications are consistent with the image of Amherst Little Association, and that no sponsor is subjected to excessive requests for funding. Cold calling for fundraising or sponsorship opportunities is not allowed.

## 3. Fundraising

The Board for Amherst Little Association governs all fundraising and sponsorship activities and may reject or require additional information if any activity is perceived to be in conflict with the spirit of Amherst Little Association. Amherst Little Association may, at the discretion of the Board, initiate association-wide fundraising activities. The Board shall determine the level of required team participation. A percentage of the proceeds from Amherst Little Association fundraisers shall be returned to the team to be applied to team fees. This percentage will be determined by the Board and communicated to teams in advance. All fundraising activities are subject to Board Approval.

No team shall be in direct competition with one another for sponsorship or at any fundraising event within Amherst Little Association. Team and individual fundraising at Amherst Little Association tournaments will not be permitted without the approval of the Board. Any fundraising activities outside the scope of this policy must first be presented to the Director, Fundraising and Sponsorship, who will then seek Board approval.

## 4. Sponsorship

Teams are encouraged to solicit team sponsorships, the proceeds of which shall be applied to team fees and other team expenses. Amherst Little Association requires that all teams submit sponsorship proposals to the Fundraising and Sponsorship Committee for review and Board approval. The Fundraising and Sponsorship Committee shall present team sponsorship categories, prices, and benefits to the Board for approval. Any expense associated with servicing a team sponsor (i.e., complimentary tickets, thank you gift, logo screening, etc.) shall be the responsibility of the respective team. To ensure that proposed team sponsorships are not in conflict with other Amherst Little Association sponsorship agreements, are appropriate for a youth sports club, and are in compliance with relevant rules and regulations, all new proposed team sponsorships must receive prior approval from the Fundraising and Sponsorship Committee. If sponsor markings are to be added to uniforms, prior approval of the Fundraising & Sponsorship Committee must be obtained. If a sponsor or donor with an offer to support a team approaches the team directly, (this will typically be parents, friends, or contacts of a player or coach), details are to be passed to the Fundraising & Sponsorship Committee which will carry out all communication necessary to secure the sponsorship/donation, to provide a receipt, and pass the funds to the team involved. The team manager will be copied on this communication. It is possible that both Amherst Little Association solicitation and an offer made by a Team Contact may result in two potential sponsors, while only one is required. The Team decides which one to accept. The sponsor that is not selected will be informed by the person that found them. Amherst Little Association members shall NOT accept sponsorships, IF the sponsors insist on conditions which are contrary to Amherst Little Association policies and/or detrimental to Amherst Little Association. Teams shall NOT accept sponsorships, if the sponsors insist on conditions which are contrary to Amherst Little Association policies and/or detrimental to Amherst Little Association. Teams must forward Sponsorship Form and cheques to the Fundraising and Sponsorship Committee via the team fundraising & sponsorship representative. Each sponsorship received must have a Sponsorship Form completed to ensure appropriate processing and credit to each team. The

Fundraising & Sponsorship Committee will submit to the Amherst Little Association Treasurer all cheques for deposit. It is the team fundraising and sponsorship representative's responsibility to deliver the sponsor bars, plaques, tax receipts/letter to each player's family for them to deliver to their respective sponsors. It is expected that fundraising & sponsorship representatives will keep a copy of the Sponsorship form to ensure that all deliveries have been fulfilled. Sponsor bars must be hand-stitched or stitched in a manner that will enable easy removal at the end of the season on the back of the bottom of the sweaters. Amherst Little Association will post names of the sponsors on its website in alphabetical order as an overall thank you. Sponsors may also be advertised on other items such as banners. They shall not be displayed on visible playing equipment such as jerseys, socks, skates, helmets, pants, sticks, etc., without written permission from the Sponsorship and Fundraising Committee.

## **5. Team and Individual Fundraising**

An effective fundraising group is a critical part of a team's success throughout the season. In addition to the prescribed fundraising program, teams and individuals may select to raise funds through other means. Some common ways to raise funds could include:

- Bottle drives
- Car washes
- Garage sales
- Bake sales
- Walk-a-thon (or other variation)
- Product sales (i.e., chocolates)
- 50/50 Draw
- Ticket sales

All activities, once decided upon by teams and individuals, are subject to Amherst Little Association Board approval. Amherst Little Association requires that all teams and individuals submit fundraising proposals to the Fundraising and Sponsorship Committee for review and approval prior to any event taking place. Each team will assign a fundraising and sponsorship representative, manager, or assistant manager to facilitate the fundraising and sponsorships in accord with this Policy. At the start of the season, an annual fundraising plan (this is not the same as the budget) for each team & individual must be submitted to the Fundraising and Sponsorship Committee via the responsible Team Representative indicating the types and dates of proposed fundraisers. Proposals for each fundraising event will be submitted to the board using the Amherst Little Association Fundraising Form for approval at a regular, scheduled Board meeting. Only after board approval may the event take place. The Team Fundraising & Sponsorship Representative is responsible for all documentation, financial management, and event reporting as required by Amherst Little Association. 100% of the fundraising event net proceeds will go to the team account. Expenses to be supported by receipts, which the Fundraising and Sponsorship Committee may ask to review. All money collected through fundraising events will be used for team activities and not for the benefit of the parents. Events that are conducive to joint initiatives between teams should be considered to divide the workload and increase the financial return. Funds remaining at the end of the year are to be returned to Amherst Little Association to support Association-wide activities. The following fundraising events shall not be approved to raise funds for any Amherst Little Association team due to legal and/or insurance reasons:

- Any event involving the sale or distribution of alcohol.
- Any event involving the use of fireworks.
- Any event that infringes on the lottery and gaming rules in Nova Scotia, or any other laws.

## **6. Communications**

General information regarding sponsorship for the use of sponsors and members, including options and amounts (minimum donations) will be listed on the website and updated from time to time by Board decision. Formal communications regarding sponsorships and donations are to be carried out by Amherst Little Association Sponsorship & Fundraising Committee, including:

1. Solicitations for Association Sponsorship. Amherst Little Association routinely approaches local firms, especially those who have sponsored us before. This is the only acceptable way of soliciting. A team may ask the Fundraising & Sponsorship Committee to approach untapped sources.
2. Follow-up letters

3. Invoices

4. Receipts

## **7. Review**

The Policy will be reviewed by Amherst Little Association on an annual basis.