



Southern Maryland Sabres Hockey Club
P.O. Box 6350
Waldorf, MD 20603

Fundraising and Sponsorship Guidelines

The Southern Maryland Sabres Hockey Club recognizes that fundraising and sponsorship -- individual, corporate and philanthropic -- will be very important facets of the program. In an effort to keep costs of the Sabres at a manageable level, the club issues the following guidelines for coordinating and maximizing club-wide efforts to raise money.

Definitions

The Sabres separates fundraising and sponsorship with the following definitions.

Fundraising: Any activity or idea that is implemented by the Club or a team in order to raise money for its activities. Fundraising will generally include representatives from the entire club or members of one individual team performing an action in order to raise money.

Sponsorship: Any solicitation of corporate, individual or philanthropic monies on behalf of the club. Sponsorship money is generally given as a gift and in return the sponsor is generally eligible for a tax deduction and recognition of gift if interested.

In order to protect its members, the Sabres reputation and its non-profit status, the following general policies will be followed at all times, to include the three types of fundraising of Club, Individual Team and Sponsorship.

Fundraising Requirements

A Fundraising Event is an activity that requires the action of the entire club or an individual team, depending on the activity. This should be stated during the event (i.e. Carwash Benefiting Southern MD Sabres Bantam Travel Team). Any team fundraising shall be communicated to the Sabres Vice President in writing, who in turn will update the entire Board of Directors, before the event occurs. Team Managers *shall* keep the BOD advised of its fundraising progress monthly, throughout the season. Failure to do this will result in revocation of fundraising privileges for remainder of the season.

Club Fundraising Guidelines

All teams shall participate in any Board-sponsored fundraiser. The Board will do its best to limit such fundraisers to one or two maximum per season.

Club fundraising proceeds will be directed to offset club-wide expenses, including, but not limited to: Tournament entry fees, Ice costs, referee bills, off-ice conditioning planning and oversight, USA Hockey Coaching Education Program (CEP) fees and expenses, coaching education opportunities and any other future programs implemented by the Board.

Individual Team Fundraising Guidelines

Teams are encouraged to conduct team fundraising events in addition to any club-wide fundraising directed by the Sabres Board of Directors (BOD) and Fundraising committee. Fundraising can greatly offset some of the costs that go with providing an environment for our children to play hockey and ensure viability of our program for years to come. Below are the club guidelines approved by the Sabres Board of Directors (BOD) required for individual team fundraising.

- 1) Any team fundraising event must be vetted by the Sabres Fundraising committee or BOD. This is not so much for approval but for club awareness.
- 2) All funds collected through any Sabres team fundraising event will be provided to the Sabres Treasurer who will handle disbursement of funds. Transfer of funds to the treasurer from the team will occur with 2 person integrity on both the receiving and providing sides. This means that a minimum of two representatives from the team (from different families) and two BOD members must be present at the time of fund transfer.
- 3) Disbursement:
 - a. All funds collected through individual team fundraising are available to that team to cover hockey related expenses above those already included in registration fees. These can include but are not limited to additional tournament fees, coaches' hotel fees, bus fees for team travel, team apparel, etc. Decision on what expenses to cover is to be made by the team Head Coach. Disbursement of funds for team expenses is subject to approval by the BOD.
 - b. Additionally, any funds collected over and above those used to cover costs as described above, will be split with the club and the members of that team (up to the amount paid for registration) to recoup registration costs. The split is a graduated scale as outlined in the table below. Teams can request the appropriate discount, via the head coach and team manager via email, at any time during the season. Once the request is made, these funds are no longer available to cover team related expenses. Only members in good standing and officially rostered at the time of the request are eligible for the discount.

Dollar Value Raised	Sabres	Team Members
\$0-1,000.00	75%	25%
\$1,000.01-5,000.00	66%	34%
\$5,000.01 and up	50%	50%

Example Scenario:

A 15 player team raises \$8,000 through various team run fundraising events. This money is provided to the Sabres treasurer and held for that team. The team indicates to the BOD that they would like to utilize \$1,000 for an additional tournament fee and \$2,500 for a bus to transport the team. The team does not request any additional funds or determines that they will not require additional funds for the remainder of season and requests a discount through the BOD via email. At the indication that no

additional funds are required, the Sabres treasurer will determine the balance and disburse funds according to the table. For this example, the team has \$4,500 of the original \$8,000 remaining so 34% or \$1,530 is divided among the 15 players so that each player receives a discount of \$102.00.

These guidelines are being placed in effect to allow the membership to take ownership in the growth and viability of the Sabres organization while at the same time striving to offset cost incurred to its members. The BOD and Fundraising committee will continue to look for ways of reducing the financial burden on our members and we are always open for thoughts and suggestions. If you have any questions regarding these fundraising guidelines, please contact the Sabres Vice President at vicepresident@somdsabres.org.

Corporate, Individual or Philanthropic Sponsorship Guidelines

1. All solicitations for corporate, individual or philanthropic sponsorship money shall be coordinated through the SOMD Sabres Hockey Club's Vice President. Corporate funds will usually be used to strengthen the financial base of the club to minimize necessary fee increases or offer fee offsets as permitted.
2. There are several levels of sponsorship and benefits that are associated with them:
 - a. **Wrist Shot Level - \$500**
 - i. Get point-n-click spot on the club website for 3 months.
 - b. **Slap Shot Level - \$1000***
 - i. Increase in website duration to 6 months
 - c. **Breakaway Level - \$1500***
 - i. Increase in website duration to 9 months
 - d. **Lord Stanley Level - \$2000***
 - i. Increase in website duration to 12 months
 - ii. Business logo will be printed on Sabres T-shirts that are provided to all players

* After three consecutive years of giving at these levels the Sabres will provide a framed Sabres Jersey for display.

Note: Only one donation will be designated as the T-Shirt sponsor. First \$2000 donation to indicate that they would like to sponsor the Sabres T-Shirts will be chosen.

3. In addition, the Club has established the "Larry Stewart Memorial Grant Program." A sponsor may choose to directly contribute to this fund. This fund will be used to help those players that need assistance based on criteria defined by the Board.
4. The club, from the end of one season until travel tryouts have been completed for the following season, will not accept sponsorship money from any parent, relative or close acquaintance of a potential Sabres player for the upcoming season. Approval of the Vice President will be the only method of waiving this clause.

5. All sponsors will receive a letter of thanks from the club's Board of Directors, the team's head coach (if applicable) and the team's manager (if applicable).

Adopted by SMSHC August 2015