



Policy	CBA-006
Effective Date	Feb 6, 2020
Board Approval	Feb 6, 2020

## Sponsorship and Fundraising Policy

### Purpose

All Rep and Select teams may raise funds for their respective team. It is recognized that the funds raised are to be used for the betterment of the team as a whole. When raising funds, members are also representing the Clarington Baseball Association (CBA) and must project a positive image of the CBA. All fundraising activities must adhere to the guidelines set forth in this Fundraising Policy.

### Definitions

- Association: The Clarington Baseball Association (CBA).
- Board: The duly appointed board members of CBA.
- Committee – Any authorized and recognized committee of the Association.
- Participants – Any person directly or indirectly involved in an approved activity in the capacity of competitor, observer, athlete, coach, assistant coach, practice volunteer, trainer, manager, parent, official, spectator, employee, Committee Member or Association Member or any other person present or involved in the activity.

### Responsibility

Direct public support can be requested for the purpose of fundraising.

Team budgets must be submitted to the Association Treasurer and are subject to review and adjustment, December before the playing year or in the month after being issued an account. Teams collecting funds, fundraising or seeking sponsorship must submit their team budget prior to these activities.

All fundraising activities must be discussed and approved by the majority at a team parent meeting.

All fundraising activities must receive prior written approval by the Director of Sponsorship by way of submission of a Fundraising Request Form.

All monetary transactions relating to fundraising are to be documented in accordance with basic accounting principles and are subject to review by team parents and the CBA Treasurer.

Fundraising activities may be subject to insurance approvals, which will be stipulated by the Director of Sponsorship in conjunction with the approval (e.g. stipulations of an approval).

### **Permitted Expenditures**

- Tournament registration fees;
- Team apparel, equipment bags (where each player receives the item(s));
- Coaching and Trainers supplies not provided by CBA (e.g. reimbursement of police check fee, replenishing first aid supplies that were used);
- Hotel expenses for recognized coaching staff that is not a parent of a player on the team;
- Team meals;
- Costs for year end banquets, trophies and awards not provided by CBA (e.g. single team celebration);
- Additional time for practices, exhibition games and skill development;
- Umpire fees not covered by CBA (e.g. exhibition game);
- Banking service charges
- Miscellaneous team expenses (paper, fax/phone, etc.).

### **Other Expenditures**

Teams wishing to raise funds for anything not listed must receive permission from the Director of Sponsorship.

### **Prohibited Activities**

Teams are not permitted to raise funds through raffles, bingo, gambling or other games of chance.

Breweries, wineries, distilleries or tobacco companies shall not sponsor any team.

Establishments that have adult entertainment as their primary business are not to sponsor any team.

50/50 draws are prohibited.

Alcoholic beverages are not permitted as prizes.

Monies raised through fundraising cannot be dispersed to parents, and must be deposited into the team account.

## **Approvals and Reporting**

All requests for fundraising must be in writing (email) and submitted to the Director of Sponsorship at least 30 days prior to the event or start of initiative.

## **CBA Sponsors**

CBA actively raises funds as an Association. As a result a number of establishments have sponsored the Association as a whole. Teams are not to approach establishments that have sponsored the Association, refer to the CBA website for Association Sponsors, or connect with the Director of Sponsorship. Rep and Select teams are expected to provide a list of sponsors to the Director of Sponsorship, along with web addresses and logos to promote them on our webpage and to avoid duplicate requests.

## **CBA Events**

All CBA members are encouraged to participate in Association level fundraising events; Teams are encouraged not to make commitments in conflict with Association fundraising events.

## **Reviews**

All fundraising activities are subject to review by the CBA Board.

The CBA Board may review fundraising activities at the request of team parents and/or Board Members.

## **Property of CBA**

All monies raised through fundraising are the property of the Association.

The CBA Board has the right to disperse monies raised through fundraising.

Teams are not allowed to carry funds over to subsequent seasons.

Families cannot receive a reimbursement at the end from the team account (all fundraising, sponsorship and/or player team fees) that exceeds the Association player fee amount. Any monies in excess of this amount will be returned to the Association. Teams are encouraged to plan and budget according to the teams needs for the season.

## **Liability and Penalty**

The CBA Board shall not be held liable for any violation of this policy.

Any team or member who violates the Sponsorship and Fundraising Policy may be subject to penalties at the discretion of the CBA Board, inclusive but not limited to removal from a team.

Fundraising activities may be revoked or suspended at any time at the discretion of the CBA Board.

### **Canadian Anti-Spam Legislation (CASL)**

Teams should be cognisant of the "CASL" guidelines when sending emails / electronic communications. Teams may send emails to their family and friends when requesting support for fundraisers, however simply sending "mass emails" to everyone in one's contact list is not acceptable. CBA parents should be exempt when communicating about fundraising due to a piece of the legislation called the 'Personal Relationship Exemption'. As long as the email/text sender, Tweeter, Instagramer, Facebook poster, etc. is an individual, they can send personal messages to people they know to offer a product or service.