



Policy	CBA-008
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Board Approval	November 18, 2024

Fundraising and Sponsorship Policy

Purpose

The Clarington Baseball Association (CBA) recognizes that teams may be interested in conducting fundraising activities or seeking team sponsorship donations throughout the course of their baseball season. These are useful tools in assisting with reducing the costs associated with team activities such as tournament registration, off-season training, etc. These activities can also provide an opportunity for team building and connections.

This policy is intended to provide guidance for all CBA members to follow while participating in fundraising or sponsorship activities to ensure a consistent approach by all teams across the Association.

This policy is applicable to all CBA members as defined by the CBA Bylaws including all Executive and Board Members, all EBLO, travel, select, and house league coaches, volunteers, parents, players, and teams. Furthermore, this policy is applicable to all forms of fundraising and/or sponsorship activities.

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 CBA and must project a positive image of the Association. 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 – 51%

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 Communications, Marketing and 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;
- 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);
- 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 Communications, Marketing and Sponsorship.

Prohibited Activities

The CBA will only accept sponsorships from businesses that align with our mission, vision and values. We reserve the right to decline any sponsorship that is not in the best interest of our organization or goes against our values.

No donations, sponsorship, or promotion of businesses whose **sole** purpose is the sale or distribution of alcohol, tobacco or cannabis products is permitted.

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

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

Fundraising proceeds should NOT be used to purchase or pay for team equipment. In the event that fundraising money is used to purchase team equipment, the equipment must returned to the CBA at the end of the season.

Teams must submit a fundraising application in advance of each fundraiser they are running and wait for approval from the Director of Communications, Marketing and Sponsorship before initiating their fundraiser. The purpose of this would so that the CBA Board of Directors is aware of the various fundraising initiatives taking place

Approvals and Reporting

All requests for fundraising must be in writing (email) by way of submission of a Fundraising Request Form and submitted to the Director of Communications, Marketing and Sponsorship at least two weeks 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 Communications, Marketing and 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.

All fundraising participants, including coaches, parents, and players must conduct themselves in a manner that reflects positively on CBA and in keeping with our Code of Conduct

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.

Any use of or reproduction of the Clarington Baseball Association name, Orioles name, wordmark and/or any of its accompanying logos on apparel or merchandise must be pre-approved by the Director of Communications, Marketing and Sponsorship.

Liability and Penalty

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

All raffles, lotteries or games of chance require a license from the municipality of Clarington and/or the Alcohol and Gaming Commission of Ontario (AGCO)

Teams are responsible for familiarizing themselves with and adhering to all applicable regulations governing lotteries, raffles, sport pools and any other game or event involving chance.

Any team or member who violates the Fundraising Policy may be subject to penalties at the discretion of the CBA Board of Directors

The head coach is ultimately responsible to ensure that all CBA policies are followed by their team, including fundraising and sponsorship activities in accordance with this policy. The head coach will be the primary contact should any concerns relating to fundraising and/or sponsorship arise throughout the season.

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.