



THE NORTH SHORE WINTER CLUB FUNDRAISING AND SPONSORSHIP RULES AND POLICIES

Terms of Reference

The purpose of the Policy is to ensure appropriate, optimal and consistent fundraising activities among the Club, Committees and Teams. Solicitation of funds, merchandise, prizes, alcohol, sponsorships and other types of support for athletes, events and tournaments must be authorized by the General Manager, or in their absence, the NSWC Board of Directors.

The following are the Rules adopted by the Board of Directors to govern the fundraising and sponsorship programs that use NSWC assets or are for the benefit of the NSWC, its members and/or its committees.

Interpretation

The definitions set out in the Club's Bylaws apply in these Rules, as the context requires.

"Board" means the Board of Directors

"General Manager" or "GM" means the person appointed by the Board to carry on the day to day business of the Club;

"Member" means a person who has been granted membership by the Board;

Participants

There are two levels of fundraising participants:

"Committee": benefits all associated sport participants, signature or one-time events, sponsored by the Committee.

"Team": benefits all members of a specific team, sponsored by the team coach and/or manager.

Purpose

Sponsorship or Fundraising activities should be only undertaken for the following purposes:

Committee: to augment the experience of all members in the associated sport by enhancing events, increasing access to development, providing additional equipment, uniforms, significant repairs, or fast-tracking related facility improvements.

Team: to support participation in special events, augment team wear, tournament travel, team development, training activities, or to participate in community-base activities or initiatives.

Types of Fundraising Activities

“Team-Based”: BBQ fundraiser, team car washes, organized product sales, bottle drives, food or clothing donations.

“Sponsorship”: solicit sponsorship monies from businesses in our community

Roles and Responsibilities

Club Management/Staff

- Staff is not permitted to solicit Members of the Club for sponsorship without prior consent from the Board
- To provide one premier parking spot to each sport committee for fundraising purposes, and up to five (5) member spots on a temporary basis during an event.
- To provide sponsorship opportunities in the associated sport facility to support fundraising activities.
- To provide club-wide promotional space (front entry, tv’s, bulletin boards, social spaces) as mutually agreed by the club and the fundraisers.
- Signatory for external supplier contracts, as required.
- Support with promotion (material design, social media, and distribution) and administration (registration, tracking of items, contracts) activities, as requested.
- Propose menus, proposed drink features and estimates to the event organizers for approval.
- Prepare the venue to the reasonable requirements of the event organizers.
 - Event-related decorations to be decided by event organizers.
- Proactively manage facilities pre, during and post event (cleaning, facility product refresh, etc).
- Track event and staff costs, process and reconcile (incl. reporting) accounting.

Committees/Teams

- Committees, Teams or Club Members are permitted to solicit other Members or external sources for sponsorship in a respectful, unaggressive manner. The potential sponsor list should be shared with staff prior to solicitation to ensure no duplication of requests from other/prior/future events.

- Develop fundraising plan/outline and associated details/items (e.g. logo/content).
- Secure all required gaming licenses in advance of the event.
- Solicit prizes, silent auction items and sell raffle tickets.
- Be responsible for delivery of silent auction items.
- Where possible, evaluation (benefit-based) should be conducted and reported.

Conflict Resolution

If a conflict related to roles, responsibilities, costs or performance arises, the Board will review written complaints, submitted within 30 days of the event.

Fundraising Costs

The Club, as a non-profit entity, will only seek to recover staff, venue and hard costs associated with committee and team fundraising activities. Costs determined at time of application approval. To clarify, committees or teams should not expect significant discounts on food and beverage, as this is a break-even operation within the Club.

Event Fee

As per R58 of “Rules and Regulations of The North Shore Winter Club”:

1. Twenty-five percent (25%) of Entry Fees generated from external open events such as tournaments, swim meets and competitions that are sponsored by the committees are to be paid into Club revenue. Waiving a portion of this fee may be granted by the General Manager provided the Committee or team can guarantee other substantial direct financial benefit to the Club. Budgets must be submitted to the General Manager no less than four weeks in advance of the event for approval.
2. All Committee special events and registration fees require approval of the General Manager in advance. A detailed budget showing both revenue and expenditures must also be submitted to the General Manager for approval no less than four weeks prior to the event.

Gaming Rules

Canvassing with respect to raffles and lotteries on the Club premises must be authorized by the General Manager and as per Gambling Event License Fundraising website. Gambling events include raffles, bingos, poker, 50/50 draws, social occasion casinos, and wheels of fortune.

As per the Guidelines: “Liquor, live animals and prohibited or restricted firearms as defined in the Firearms Act (Canada), cannot be offered as gaming prizes.”

Funds Allocation

Event organizers are required to provide a specific description of how the net fundraising proceeds from each fundraising event will be used. Some events are annual and are subject to a previously approved funds allocation policy as recommended by the respective committee and approved by the Board. Examples include:

- Enhances sport-related athletes' experience, programming and/or development
- Supports funding towards equipment or facility improvements to the benefit of the largest number of players possible
- To raise funds to help offset team costs, travel costs or tournaments
- Is distinct from existing NSWV-funded programming or advertising
- Not to augment or replace NSWV funding allocation toward programming

Naming Authority (R55-10)

- The brand of the North Shore Winter Club is a key component of the Club's image and equity. Care must be taken not to undermine or damage the brand that represents the principles by which the Club conducts itself. In that regard, names associated with both internal but especially external events must be selected with great care so as to properly identify the activity, the Club's involvement and to respect the values of the Club. Consideration should be given to the ability to modify the identification of the event should future organizing committees or sponsors wish to do so. All event names should be reconsidered from time to time, but at a minimum on their fifth anniversary, to determine whether a modification would be appropriate. All proposed names should be approved in advance by the Board of Directors or its designate.

Sponsorship Acknowledgement

- Sponsor logos, names etc. are to be visible only on event materials, banners or communications, 5 days prior to the event.
- Sponsor banners, posters, etc. may only be hung in the section of the Club specific to the event and are to be removed promptly at the end of the event (unless pre-approved for a longer duration).
- Sponsors will not be granted facility naming rights of any Club spaces without prior approval from the Board of Directors.
- Sport-specific annual Sponsorship boards may be hung up in the Club for extended periods of time, with prior approval of the GM.
- All requests for fundraising sales of NSWV branded apparel or gear must be submitted for approval.

Circularized Literature

- Announcements, advertisements, or materials of any kind may not be distributed, circulated or posted in the Club, without prior approval of the GM. All communications to Club Members must be sent out on behalf of Club by staff, and any communication sent out to external participants must have the prior approval of the GM.

Entertainers

- The GM must approve all bands or other entertainers in advance.

Selection of Sponsors

- To provide equal opportunity to all members to sponsor events, members will be given a set amount of time to submit interest in sponsorship. At which time, all interested parties will be approached to determine the level of interest in sponsoring and the highest bidder will be successful in determining the premier sponsor. This should be done on an annual basis.
- Committees and teams must try to ensure equal allocation of sponsors, based on demand.

Fundraiser / Sponsorship Application Process

- Staff, Committees, Teams or other NSWC group must provide the General Manager with a completed application form and budget for a proposed fundraiser / sponsorship. A budget template is available. Ideally the application form and budget should be submitted with as much advanced notice prior to the date of the event, no less than 60 days.
- The GM reviews the application form and budget, and either recommends the fundraiser/sponsorship to the Board for approval or denies the application.
- The Board reviews the application form and budget, and either approves the fundraiser/sponsorship or denies the application.
- If a gaming license is required, a NSWC volunteer will apply for the gaming license based on the information provided in the application form.
- Within 60 days after the event, the Finance Committee is to be provided with a summary of the revenues and expenses related to the event.
- Within 90 days of the expiry of the gaming event license, the Committee or Team will submit a Gaming Event Revenue Report to the Finance Committee.