



SPONSORSHIP & FUNDRAISING POLICY

1. Purpose

Scottish Masters Hockey Ltd. is committed to a fair, transparent, and ethical approach to sponsorship and fundraising. This policy sets out clear guidelines for sponsorship approval, individual fundraising, and the use of branding in fundraising activities.

2. Definitions:

Sponsorship is money, or gifts in kind, which is given, usually by a company to support an organisation or activity.

Fundraising is the act of collecting or generating money for a particular purpose.

Note: These are two separate activities, both of which are covered by this policy.

3. Sponsorship Approval

All sponsorship agreements must be **approved solely by the Board** of Scottish Masters Hockey Ltd.

- Sponsorship arrangements will be established **for the benefit of all Scotland Masters Hockey**, rather than individual players.
- Individual **sponsorship is not permitted**—players may not seek personal sponsorship deals.
- The Board reserves the right to assess and authorize sponsorship agreements to ensure alignment with the organization's values and objectives.

4. Sponsorship Guidelines

Sponsorship plays a vital role in supporting the activities of Scottish Masters Hockey Ltd. The following principles apply to all sponsorship agreements:

- **Approval Process:** Any sponsorship agreement must be pre-approved by the **Board** before entering into a formal arrangement.

- **Requests for Sponsorship:** All requests for sponsorship must come to the Board via the relevant International Committee. Failure to adhere to this requirement may result in rejection of the request.
- **Acceptable Sponsors:** Scottish Masters Hockey Ltd. may seek sponsorships from businesses or organizations that align with its values. Sponsors engaged in industries that conflict with sporting integrity, such as tobacco or gambling, may not be permitted.
- **Use of Logos and Branding:** Players must **not** use the Scottish Hockey emblem, logo, or associated branding in sponsorship materials unless explicitly authorized by the Board.

5. Financial Contributions: Sponsors may provide funding to Scottish Masters Hockey Ltd. for its participation in events and competitions. All sponsorship funds must be transparently reported and comply with legal and tax obligations.

- **Sponsor Recognition:** Sponsors may be acknowledged through official Scottish Masters Hockey Ltd. communication channels, as determined by the Board.

6. Event Sponsorship

For **events undertaken in Scotland for Masters Hockey** where **Scottish Masters Hockey Ltd.** is the authorizing body:

- **Event organizers may approach sponsors on behalf of the Board**, but all sponsorship arrangements must be **ratified with the Board** before approval.
- **Event sponsors will be limited to** materials such as programmes, hoarding advertisement and tournament merchandise or providing in-kind support—**branding of playing and training kit is strictly prohibited.**
- The Board maintains discretion over sponsor selection to ensure alignment with the organization's principles.

7. Use of Sponsor Names and Branding

- Players **must not** display sponsor names or logos on any kit, uniforms, or equipment without **explicit permission from the Board.**
- Sponsors may be acknowledged through official Scottish Masters Hockey Ltd. communication channels, as determined by the Board.

8. Individual Fundraising

While **individual sponsorship is not allowed**, players may engage in **individual fundraising** under the following conditions:

- All individual fundraising will be subject to a Board right of veto with all initial approval given by the Board and then devolved to the relevant International Sub Committee.

- Individual fundraising will then be approved on a case-by-case basis by the respective International Sub Committees. The Sub Committees will act in accordance with this policy and the Board's direction at all times in approving fundraising.
- Individual fundraising must be conducted **exclusively via GoFundMe**—other platforms are not permitted.
- Players and officials may only raise funds for **their own personal participation** in Scottish Masters Hockey Ltd. events and competitions.
- Players or officials **must not** raise funds on behalf of their team or squad.

9. Team/Squad Fundraising

Team/squad fundraising shall be limited to small and local events such as cake sales, guessing competitions, and garden growing events. These cannot be advertised on social media and must be operated within the confines of the team/squad environment.

- All team/squad fundraising will be subject to a Board right of veto.
- Team/squad fundraising will be approved on a case-by-case basis by the respective International Committees. The Committees will act in accordance with this policy and the Board's direction at all times in approving fundraising.
- All monies raised in this way must be accounted for and held in the team/squad account.
- All monies raised in this way must be shared equally in its use across the team/squad.
- These monies **must not** be used for purchasing of playing and/or training kit.

10. Use of Scottish Hockey Branding

- Whilst the **Scottish Hockey emblem, logo, and related branding** may be used for Board authorised sponsorship activities, it must not be used in any fundraising activities, including digital platforms, social media, promotional materials, and merchandise.

11. Communication

- Communication regarding the success or otherwise of a request to sponsor or fundraise will be issued as follow:
- Sponsorship requests will be advised by the Board.
- All fundraising requests will be advised by the relevant International Committee.
- The timing of such advice will be best endeavours subject to the workings of the Board and International Committees.

12. Compliance and Monitoring

This policy applies to all members of Scottish Masters Hockey Ltd inclusive of all players, team support, and officials. There are no exemptions. Failure to comply with this policy may result in disciplinary action, including the removal of a player's fundraising campaign or other appropriate measures. Scottish Masters Hockey Ltd. reserves the right to monitor sponsorship and fundraising activities to ensure adherence to the policy.

13. Amendments

This policy is subject to periodic review and updates. Any modifications will be communicated to all players and relevant stakeholders.

