



## TEAM SPONSORSHIP INFORMATION PACKAGE - NOHA 2011-2012

The Dodge Caravan Kids Program, a joint effort between participating amateur hockey associations and Chrysler, Jeep, Dodge, Fiat and Ram retailers has seen continued growth over the last six years as one of Chrysler Canada's major community efforts. Local Chrysler, Jeep, Dodge, Fiat and Ram dealers across the country are funding novice house league teams, thereby contributing to the development of amateur hockey players at the grassroots level and providing unforgettable experiences for those involved.

To accept this sponsorship it is very important that your Association and designated Novice teams read and understand the following agreement.

### QUICK REFERENCE:

- ☞ **Who is eligible?**
  - Novice hockey teams<sup>1</sup>
- ☞ **What is the team name?**
  - Dodge Caravan Kids
- ☞ **What if my team already has a sponsor, do we still qualify?**
  - YES, provided it is a not a direct competitor sponsor to Chrysler Canada.
- ☞ **What do I need to provide to receive our sponsorship funds?**
  - Association Contact Information (ie. Sponsorship Director or President)
  - Team Contact Information (ie. Coach, Team Manager)
  - Team Photo\* (ie. Go to your local dealership with a digital camera and take the photo)
  - Distribute the non-consent document to each parent/guardian on your team
  - Local Hockey Association Invoice
- ☞ **What is the cut-off date to register for this program?**
  - November 30<sup>th</sup>, 2011
- ☞ **When do I have to provide this?**
  - December 1<sup>st</sup>, 2011

\*See TEAM PHOTOGRAPH section below for details.

### NUMBER OF TEAMS & ELIGIBILITY

Associations may use this sponsorship for all your Novice hockey teams (ie. House League, Local League, Select, MD, Representative)<sup>1</sup>. It is not limited to just one team per Association. Local Associations within a 100 kilometre radius of a Chrysler, Jeep, Dodge, Fiat and Ram retailer are eligible for this sponsorship. Contact your local Branch or visit [www.dodgecaravankids.ca](http://www.dodgecaravankids.ca) to find your local retailer.

<sup>1</sup> = Atlantic Canada - Atom Division

### TEAM SPONSORSHIP vs. DIVISION SPONSORSHIPS

A **Team Sponsorship** includes a sponsor bar prominently featured on the back of the jersey. Dodge Caravan Kids is the primary sponsor of the team. The Team Identity "Dodge Caravan Kids" cannot be combined with another competitor sponsor. Team jerseys can be any colour but must feature the **Dodge Caravan Kids** sponsor bar on the jersey.

A **Division Sponsorship** includes all Novice teams within the division. This option is available if some Novice teams currently have sponsors and would like to have the additional Dodge Caravan Kids sponsorship. The Division must be referenced as "Dodge Caravan Kids Novice Division". Teams must not have direct competitors sponsorship on the jerseys or helmets. Smaller Dodge Caravan Kids sponsor bars are available for the front chest or left sleeve of the jersey. Each team is eligible for equal funding as outlined in the INVOICING section of this document.

**SPONSOR BAR POSITIONING**

There are two options for sponsorship bar positioning:



**Division Sponsorship**

(Dodge Caravan Kids sponsor bar on front chest of jersey)



**Team Sponsorship**

(Dodge Caravan Kids sponsor bar on back of jersey)

**NAME BARS / ARTWORK:**

Name bars are available either through your Branch/Association or by contacting (905) 780-6642 or [www.dodgecaravankids.ca](http://www.dodgecaravankids.ca). If you require proper artwork digital files for your jersey supplier, please contact us and we would be pleased to forward you the files. The following digital file formats are available: .tif, .jpg, .eps, .pdf. Name bars should be in the following choice of colours: red, black or white. For example, a black jersey would have a white name bar. Example 2: Orange jersey would have a black or white name bar. Example 3: White jersey would be a red name bar. If you have any questions, please contact us.

**ASSOCIATION and TEAM CONTACTS:**

Any Association interested in this sponsorship must fill out the attached form for each team that you wish to have sponsored. This form must be submitted to the NOHA Office by **December 1<sup>st</sup>**. Once a team has been selected, all participating teams will declare the Team contact information for any of the following: Coaching Staff, Team Official or Team Manager. Please complete the contact information form included with this package. **The Team contact information must be returned by December 1<sup>st</sup>.**

Throughout the year, Chrysler Canada and/or its Chrysler, Jeep, Dodge, Fiat and Ram retailers may run various promotions and contests. The team contact information will be used to contact teams to promote these special offers.

**WHO IS MY BRANCH/ASSOCIATION?**

Please issue all team sponsorship invoices to the following address:

**Northern Ontario Hockey Association**  
Attention: Caravan Kids Jersey Sponsorship  
110 Lakeshore Drive North Bay, Ontario P1A 2A8  
e-mail: [cmay@noha.on.ca](mailto:cmay@noha.on.ca)

**TEAM PHOTOGRAPHS:**

Team photographs should be digital photographs. In an effort to save your association money, sponsor plaques are appreciated but not necessary. Be creative with your photo and have FUN to represent the Dodge Caravan Kids! Photographs can be used for Branch/Association promotions and marketing materials including the Photo Gallery located at [www.dodgecaravankids.ca](http://www.dodgecaravankids.ca). Photos **must** be submitted to the NOHA.

Parents/Guardians must carefully read the attached Non-Consent Form attached with this document on Page 6.

If a child on your sponsored team cannot be photographed for specific reasons, parents must inform us in writing of their wishes at [info@dodgecaravankids.ca](mailto:info@dodgecaravankids.ca). Please note that team contacts are still responsible to send us a team photo in order to qualify for the Dodge Caravan Kids sponsorship.

**TEAM PHOTOGRAPH CONTEST**

Here is what to do:

Take a digital team photo with the players holding a sign **they made** saying “Thank you Dodge Caravan Kids” or something comparable, showing the jersey name bars in place.

Email the photo to your local Branch/Member Partner (jpeg format only), with the following information in the body of the email:

- Name of local association (ie. Orangeville MHA)
- Name of team (ie. Dodge Caravan Kids Green)

Tips for being selected as a photo prize winner:

- Have the photo taken at the Dealership
- Include the Dealership owner/staff in your photo
- Work a Dodge Grand Caravan into the photo
- Work a Chrysler, Jeep, Dodge, Fiat and Ram vehicle into the photo if a Grand Caravan is not available
- Have the kids make funny faces or wear wigs
- Make a great “Thank you Dodge Caravan Kids” sign.

**PHOTOGRAPH CONTEST SELECTION CRITERIA:**

Each Branch/Member Partner will provide the top five photographs to the Selection Committee from all submissions. The Selection Committee will review all photographs and judge them accordingly in order to determine the cash prizes.

- 1<sup>st</sup> place prize = \$500
- 2<sup>nd</sup> place prize = \$400
- 3<sup>rd</sup> place prize = \$300
- 4<sup>th</sup> place prize = \$200
- 5<sup>th</sup> place prize = \$100



2010-2011 Photo Contest Finalist  
Medicine Hat Oilers

**DETERMINING A WINNER:**

The Selection Committee will determine a winner by February 1<sup>st</sup>, 2012. Prize winners will be contacted by a Member of the Selection Committee and/or a Branch/Association representative no later than March 1<sup>st</sup>, 2012.

**INVOICING:**

Your local association is responsible for invoicing the NOHA. Participating Novice teams are eligible for a maximum of \$550 per team. Division Sponsorships are eligible for a maximum of \$550 per team. One hundred percent of the total invoice will be paid upon receipt of required materials outlined earlier. Invoice submissions should be submitted no later than **December 1<sup>ST</sup>**. Sample invoices are available by contacting the NOHA.

**TEAM STORIES:**

We strongly encourage teams to send their stories about what they achieved during the season such as tournaments, regular season records or fond memories of friendships. These stories can be used for Branch/Association and Chrysler Canada publications and marketing materials. Log on to [www.dodgecaravankids.ca](http://www.dodgecaravankids.ca) to submit your team story!

**WIN GREAT PRIZES!**

Amateur hockey parents acrosss Canada have a chance to win a Dodge Grand Caravan and other great prizes through the Dodge Caravan Kids program. This contest is open to any amateur hockey participant over the age of eighteen. Complete contest details will be available at [www.dodgecaravankids.ca](http://www.dodgecaravankids.ca) or by contacting your local association this Fall.

**YOUR INPUT IS IMPORTANT TO US**

If you have further questions about the program or have ideas to help us grow, don't hesitate to reach out to our Program Headquarters by email to [info@dodgecaravankids.ca](mailto:info@dodgecaravankids.ca) or by phone at (905) 780-2174.



**2011 Winner Cheque and Van Presentation**  
Alain Poirier (Vision Chrysler), Jean Michel Ouellet (President Baie Comeau MHA), Jeannette Durepos (winner), Jacques Berube (Vision Chrysler), Anick Massé, Quebec Business Centre (Chrysler); Ginette Mercier (Regional Representative Northern Hockey Coast), Sylvain Lalonde (directeur général de Hockey Québec);



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**TEAM CONTACT INFORMATION**

**ALL FIELDS ARE REQUIRED TO BE COMPLETED. IF YOU REQUIRE ADDITIONAL SPACE, PLEASE ATTACH THE APPROPRIATE INFORMATION.**

Association Name: \_\_\_\_\_

# of Teams Registered for this Program: \_\_\_\_\_

Team Name: \_\_\_\_\_

Branch/Association Name: \_\_\_\_\_

**1) Primary Contact Information**

First Name:	Last Name:
Title or Role With Amateur Hockey Association:	
Phone:	
E-mail:	

**2) Secondary Contact Information**

First Name:	Last Name:
Title or Role With Amateur Hockey Association:	
Phone:	
E-mail:	

**Please check the following boxes:**

- I agree to distribute the non-consent document on page six of this package to each parent/guardian on participating teams.
- I agree to the following conditions outlined in this document of this Dodge Caravan Kids team sponsorship for the 2011-2012 hockey season. Please sign below:

\_\_\_\_\_  
Association Signature                      Print Name                      Date

\_\_\_\_\_  
Team Contact Signature                      Print Name                      Date

*Please send completed form to your local hockey Branch and/or [info@dodgecaravankids.ca](mailto:info@dodgecaravankids.ca)*



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2011-2012**

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August 2011

To: Dodge Caravan Kids Participating Parents/Guardians

Re: Negative-Consent Use of Image

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Dear Hockey Parent,

Congratulations and welcome to the Dodge Caravan Kids Team.

This program is our way of helping young boys and girls to enjoy the great game of hockey as Chrysler, Jeep, Dodge, Fiat and Ram retailers team up with amateur hockey associations like yours to sponsor Novice House League teams across the country. Why? Because we believe Canada's favourite sport has a lot to offer. In addition to the physical fitness and health benefits, players will learn valuable life skills including leadership, dedication, teamwork, respect, sportsmanship and most importantly how to have fun! It's also fitting that Canada's favourite minivan is making it easier for kids to enjoy Canada's favourite sport.

**A SPECIAL TEAM**

As a member of a Dodge Caravan Kids hockey team, your child will benefit from incremental funds provided to your hockey association by Chrysler Canada and its retailers. You should also know that throughout the year, individual or team photos may be posted on the Dodge Caravan Kids hockey web site ([www.dodgecaravankids.ca](http://www.dodgecaravankids.ca)) or featured in other marketing materials in support of this growing program. Once the season ends, the photos will be archived on the Dodge Caravan Kids website.

If a child on your sponsored team cannot be photographed for specific reasons, parents must inform us in writing of their wishes by contacting Dodge Caravan Kids Program Headquarters by November 30, 2011.

Dodge Caravan Kids Program  
25 Brodie Drive, Unit 3  
Richmond Hill, ON  
L4B 3K7  
Fax: 905-780-0344  
Email: [info@dodgecaravankids.ca](mailto:info@dodgecaravankids.ca)

If you subsequently wish to withdraw your consent, please contact the Dodge Caravan Kids Program Headquarters.

Sincerely,  
Dodge Caravan Kids Team