

CENTRAL KENTUCKY HOCKEY ASSOCIATION

Sponsorship Policy

Effective Date: September 3, 2026

Last Revised: September 3, 2026

Next Review: June 2027, before the start of the sponsorship year

Authority: CKHA Board of Directors

Program Oversight: Sponsorship Coordinator, subject to CKHA Board authority

Sponsor Contact: sponsorship@centralkentuckyhockey.com

Policy in one sentence

All sponsorship revenue is received by, belongs to, and is administered by CKHA as a single 501(c)(3) organization; sponsors may support a specific team only through the \$500 Team Sponsor level; and no sponsorship may be credited to an individual skater or family.

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1 Sponsorship at a Glance

CKHA is one nonprofit organization with one budget. Sponsorship revenue belongs to the organization, not to a team or a family. This section is the short version; the rest of the policy is the detail.

Topic	What everyone should understand
One organization	Teams are not separate legal entities. They hold no bank accounts and no independent fundraising authority.
Who accepts the money	CKHA accepts every sponsorship. Never a coach, manager, parent, player, private team account, or personal payment app.
Team support	The \$500 Team Sponsor level is the only level at which a sponsorship is tied to a specific team. No more than \$500 from any one sponsor is ever recorded to a team line.
No individual credit	No sponsorship at any level may reduce what a named skater or family owes. CKHA keeps no individual fundraising accounts.
Register first	Submit a prospect to the Sponsorship Coordinator before contacting the business. Association prospects come first.
Separate hands	The person who solicits a sponsorship is not the person who approves it. Team Sponsors are approved by the Treasurer.
Recognition, not endorsement	CKHA acknowledges sponsors. It does not endorse them, and it does not sell advertising.

2 How to Use This Policy

Reader	Start with these sections
Parents and team representatives	Sections 1, 5, 6, 7, 8, and Appendix A.
Team Managers	Sections 5, 6, 8, 10, and Appendices A and B.
Sponsorship Coordinator	Sections 5, 7, 8, 10, 12, 13, 14, and 15.
Treasurer	Sections 4, 6, 8.2, 9, 11, 14, and 15.
Board Members	Sections 3, 4, 5, 7, 9, 12, 15, 16, and 17.

Plain-language intent

This policy states what CKHA can administer now. Sponsorship price points and recognition packages are set here and reflected in the CKHA sponsorship flyer and forms. Team-designated sponsorship procedure is covered in more detail by the CKHA Team Sponsorship & Donation Policy, which is subordinate to this policy.

3 Purpose, Scope, and Definitions

3.1 Purpose

Central Kentucky Hockey Association ("CKHA") is a nonprofit corporation recognized as tax-exempt under Section 501(c)(3) of the Internal Revenue Code. CKHA operates a single hockey program consisting of multiple teams and divisions. Individual teams are not separate legal entities, do not hold their own tax exemption, and do not maintain independent bank accounts or fundraising authority.

This policy exists to:

- Ensure sponsorship revenue is solicited, received, recorded, and spent consistently across the organization.
- Protect CKHA's tax-exempt status by preventing private benefit to individual members or families.
- Give sponsors a clear, uniform menu of recognition levels and reliable fulfillment of benefits.
- Prevent duplicate or competing solicitation of the same local businesses by multiple teams.
- Ensure that every team — including teams with fewer business connections — benefits from the organization's fundraising.

3.2 Scope

This policy applies to all sponsorship and corporate giving activity conducted in CKHA's name or in the name of any CKHA team, program, or event, including the Lexington Thoroughbreds travel program, house and recreational programs, learn-to-play programs, tournaments, and special events. It binds all board members, coaches, team managers, parents, volunteers, and any other person acting on behalf of CKHA or a CKHA team.

This policy does not govern individual charitable donations that carry no recognition benefits, or grants from foundations or government sources, which are addressed separately by the Board. In-kind sponsorship is governed by Section 5.7.

Where this policy and the CKHA Team Sponsorship & Donation Policy address the same subject, this policy controls.

3.3 Definitions

- **Sponsorship.** A payment to CKHA by a business, organization, or individual in exchange for a recognition package described in this policy.
- **Sponsorship Year.** July 1 through June 30. Multi-year terms run in whole sponsorship years.
- **Designation.** A sponsor's non-binding request that a sponsorship be associated with a particular team or program.
- **Restriction.** A binding condition a donor attempts to place on the use of funds. Restrictions are accepted only as expressly permitted by Section 7.
- **Earmarking.** Any arrangement, express or implied, under which sponsorship funds are applied to the benefit of a named individual skater or family, including offsets to individual dues, fees, or travel costs. Earmarking is prohibited.
- **Sponsorship Coordinator.** The board member or volunteer appointed by the Board each season to administer this policy. The appointment is recorded in the minutes and published with the season's sponsorship materials rather than named in this policy, so that it may change from season to season without amendment. The Vice President serves as the designated backup.

4 Governing Principle

All sponsorship revenue is organizational revenue. Funds are received by CKHA, deposited into CKHA accounts, recorded in CKHA's books, and spent under the direction of the Board of Directors and the approved annual budget. No team, coach, manager, or family holds, controls, or has a claim to sponsorship funds.

A team's effort in securing a sponsor is recognized through acknowledgment and the Team Sponsor level described below — not through a transfer of association funds to that team.

Why this matters

A 501(c)(3) must operate for the benefit of a charitable class — here, the young athletes CKHA serves as a whole. When fundraising proceeds are tracked to and spent on behalf of the specific families who raised them, the IRS has treated the arrangement as impermissible private benefit. Youth sports booster organizations have lost their exemption over exactly this practice.

5 Sponsorship Levels

5.1 Levels and Recognition

CKHA offers the following sponsorship levels. Levels, amounts, and benefits are set by the Board and may be revised only by Board action. Each level includes everything in the levels below it.

Level	Amount	Recognition Package
Team Sponsor	\$500	Clickable sponsor listing on the CKHA website sponsor page, identifying the one CKHA team supported.
Starting Gate	\$1,000	Adds the sponsor's logo to that listing, recognition in the CKHA newsletter, and a social media feature post.
Back Stretch	\$2,500	Adds sponsor recognition at home games, and an equipment bag logo for one team.
Home Stretch	\$5,000	Adds a sponsor spotlight feature, and an equipment bag logo, game jersey shoulder patch, and helmet decal for one program.
Winner's Circle	\$10,000	Adds club-wide placement of the bag logo, jersey patch, helmet decal, and warmup apparel logo.

Where a placement is scoped to one team or one program, the sponsor selects the team or program and CKHA places the recognition there. That selection is a recognition placement only. It is not a designation or restriction of funds, and it does not entitle the team or program to the sponsorship money, which remains association revenue under Section 4.

Sponsorship levels are the exclusive means by which a sponsor may receive recognition from CKHA. Custom packages, side arrangements, and team-created sponsorship tiers are not permitted. The Board may, by recorded vote, extend additional recognition to a sponsor giving substantially above a published level.

CKHA is flexible on payment timing, meeting logistics, and which elements of a package a sponsor chooses to use. CKHA is not flexible on the composition or pricing of the levels themselves. No volunteer may represent otherwise to a prospective sponsor.

5.2 Terms and Renewal

All levels carry an annual term running July 1 through June 30 and are renewable. A multi-year term may be offered only by Board approval, runs in whole sponsorship years, and is contingent on payment in full at the outset of the term.

5.3 Optional Elements Within a Package

Certain recognition elements are offered on request to sponsors at the levels shown below. A sponsor at a qualifying level may accept an element or decline it.

Element available on request	Back Stretch	Home Stretch	Winner's Circle
Team or program photo with sponsor	Yes	Yes	Yes
Framed CKHA jersey	—	Yes	Yes
Ceremonial puck drop at a home game	—	Yes	Yes
CKHA jacket	—	—	Yes
Event presenting rights	—	—	Yes
Category exclusivity (Section 5.5)	—	—	Yes

Declining an element does not reduce the sponsorship amount, create a credit or refund, entitle the sponsor to a substitute, or move the sponsor to a different level. These elements are part of the purchased package and are not available to sponsors at levels that do not include them. Where an accepted element has material value, that value is stated in the sponsor's acknowledgment under Section 11 and reduces the sponsor's deductible amount.

5.4 Gifts Between Published Levels

A sponsor who gives an amount between published levels receives the recognition package of the highest level fully funded by the gift. The excess above that level is organizational revenue and carries no additional recognition.

Where the sponsor has designated a team, the first \$500 is recorded to that team's line as a Team Sponsor and the balance is received as an association sponsorship under Section 7.2. The Sponsorship Coordinator explains this allocation to the sponsor before the gift is accepted, and the acknowledgment issued under Section 11 states both amounts.

Sponsor gives	Recognition received	How it is recorded
\$500, team designated	Team Sponsor	\$500 to the team line.
\$800, team designated	Team Sponsor	\$500 to the team line; \$300 to the general fund.

Sponsor gives	Recognition received	How it is recorded
\$1,000, team designated	Starting Gate	\$500 to the team line; \$500 to the general fund.
\$2,500, team designated	Back Stretch	\$500 to the team line; \$2,000 to the general fund. Team credited in recognition materials.
\$800, no team designated	Team Sponsor	\$800 to the general fund.

A sponsor may not direct the excess above \$500 to the designated team. That limit is what keeps the Team Sponsor level from becoming an unlimited team-restricted gift, and it applies regardless of the sponsor's or the team's preference.

5.5 Category Exclusivity

Category exclusivity is available on request at the Winner's Circle level only, and is subject to Board approval. A category is the sponsor's primary line of business, defined narrowly and in writing on the sponsorship agreement at the time of agreement. For the term of that sponsorship, CKHA will not accept a sponsorship at any level from a direct competitor whose primary line of business falls in the same category.

- The Board determines the scope of a category before the sponsorship is accepted, and records that determination in the sponsorship record.
- A business already sponsoring CKHA in that category when the Winner's Circle sponsorship is accepted is honored through its current term. The Sponsorship Coordinator discloses any such sponsor to the prospective Winner's Circle sponsor in writing before acceptance.
- Exclusivity does not extend to CKHA's facility, its leagues, USA Hockey, or any tournament CKHA does not own.
- Exclusivity ends with the term and does not carry into a renewal unless the renewal is at the Winner's Circle level.

5.6 Rink-Based Recognition

Banners, in-glass panels, in-ice logos, and other recognition placed at a facility CKHA does not own are not part of any published level. The published levels are built on club-owned assets so that CKHA can deliver what it sells.

Rink signage is offered as a separately priced add-on to an association sponsorship, not to a Team Sponsor. It is quoted on request, arranged separately, and does not change the sponsor's level or recognition package. CKHA will not commit to placement, size, or duration before the facility approves it, and CKHA is not liable for facility-imposed changes.

5.7 In-Kind Sponsorship

CKHA accepts in-kind contributions of goods and services — for example equipment, apparel, printing, facility services, professional services, and raffle or auction items — and recognizes them at the association level corresponding to their value.

The sponsor states the fair market value of the contribution on the sponsorship agreement. CKHA uses that stated value to determine the recognition level only. CKHA does not appraise in-kind gifts, does not state a value in its acknowledgment, and does not represent that any stated value is correct for tax purposes; valuation is the donor's responsibility, and donors are directed to their own tax advisors under Section 11.

An in-kind contribution recognized at Back Stretch or above requires Board approval before acceptance. Contributions of services and use of facilities are recorded and recognized but are not deductible charitable contributions to the donor.

6 Team Sponsorships

The \$500 Team Sponsor level allows a business to be publicly associated with a specific CKHA team. It is the only level at which a team affiliation is part of the sponsorship itself. Procedure for soliciting, submitting, and administering Team Sponsors is set out in the CKHA Team Sponsorship & Donation Policy.

6.1 How Team Sponsor Funds Are Handled

Team Sponsor funds are deposited into CKHA's general account and recorded against the supported team's line in the approved budget. The Board applies them to association-approved expenses benefiting that team as a group — for example, ice time, tournament entry fees, team equipment, or locker room costs. Funds are not disbursed to a coach, manager, or parent, and are not credited against any individual skater's dues or fees.

6.2 Limits

- Every Team Sponsor is approved by the Treasurer, or another non-conflicted officer, before it is finalized (Section 8.2).
- A team may hold no more than four (4) Team Sponsors per sponsorship year without prior Board approval.
- Unspent Team Sponsor funds do not roll over to a subsequent sponsorship year and do not follow players to a different team. They revert to the general fund at the close of the sponsorship year.
- Team Sponsor recognition is the website listing described in Section 5.1 and nothing further. It does not include newsletter recognition, social media posts, equipment bag logos, game-day recognition, jersey patches, helmet decals, sponsor spotlights, club-wide placement, category exclusivity, banners, in-ice logos, in-glass panels, or apparel, all of which are reserved for association levels.

Key operating principle

The Team Sponsor level exists so a business can support one team, not so a business can buy association-level exposure at a team-level price. Recognition at \$500 must remain below recognition at Starting Gate (\$1,000). If the two packages are the same, sponsors route their support through teams and the association levels stop generating revenue for the program as a whole.

7 Designations, Restrictions, and Earmarking

7.1 Designations Are Welcome; Restrictions Generally Are Not

CKHA understands that many sponsors have a personal connection to a particular team and want that connection recognized. CKHA honors that connection through public acknowledgment and, where the sponsor wishes, through the Team Sponsor level.

Above the Team Sponsor level, a sponsor may indicate the team through which the sponsorship was secured, and CKHA will credit that team in its recognition materials. That indication is a designation, not a restriction: it does not obligate CKHA to spend the funds on that team, and it does not entitle the team to the funds.

The same is true of programs. A sponsor at any level may ask to be recognized in connection with a specific CKHA program — for example the girls hockey program or a learn-to-play program — and CKHA will credit that program in its recognition materials. CKHA does not restrict sponsorship funds to specific programs. All

contributions support the association as a whole, which lets the Board direct resources where the need is greatest.

7.2 Sponsorships Above \$500 May Not Be Restricted to a Single Team

Association-level sponsorships — Starting Gate, Back Stretch, Home Stretch, and Winner’s Circle — support the entire organization. CKHA will not accept an association-level sponsorship on the condition that the funds be spent exclusively on one team.

If a prospective sponsor asks for such a restriction, the Sponsorship Coordinator will offer, in order:

- A Team Sponsor at \$500 for the team the sponsor wishes to support, with the balance received as an association-level sponsorship carrying the corresponding recognition package; or
- A single association-level sponsorship with the supporting team publicly credited in CKHA’s recognition materials and thanked directly by the team.

If the sponsor will not proceed on either basis, the Sponsorship Coordinator will decline the sponsorship with thanks and refer the matter to the Board. Funds already received under a restriction CKHA cannot honor will be returned to the sponsor in full.

7.3 Earmarking to Individuals Is Prohibited

No sponsorship, donation, or fundraising proceeds may be applied to reduce the dues, fees, travel costs, or other obligations of a named skater or family. CKHA does not maintain individual player accounts, individual fundraising credits, or any system under which the amount a family raises affects what that family owes.

Financial need is addressed through CKHA’s financial aid process, which applies objective criteria and is administered by the Board without regard to a family’s fundraising activity.

Board guidance for a common situation

A parent secures a \$2,500 sponsorship and asks that it go to her child’s team. The correct response is not to refuse the gift or to accept the condition. It is to thank her, explain that CKHA is one organization and one budget, offer the \$500 Team Sponsor level for her child’s team with the remaining \$2,000 received as an association sponsorship, and make sure her team publicly and personally thanks her. Most sponsors accept this readily once they understand the sponsorship funds ice for every skater in the program — including their own.

8 Solicitation Authority and Process

8.1 Authorization Required

No person may solicit sponsorship using CKHA’s name, logo, marks, or tax identification number without prior written authorization from the Sponsorship Coordinator. Teams, coaches, and parents may identify and introduce prospective sponsors, and are encouraged to do so.

8.2 Process

- Register the prospect. Before contacting a business, submit the prospect to the Sponsorship Coordinator, who maintains the master prospect list and prevents duplicate approaches. The Coordinator responds within five (5) business days.
- Association sponsorships come first. A business that already sponsors CKHA at an association level, or that the Sponsorship Coordinator is actively pursuing at an association level, may not be taken as a \$500 Team Sponsor. The Coordinator checks the prospect list before any Team Sponsor is finalized, and a team may not convert an association-level prospect into a team-level one.

- Use approved materials. Only the current Board-approved sponsorship flyer and forms may be distributed. Teams may not create their own sponsorship materials, tiers, or pricing.
- Obtain Treasurer approval for Team Sponsors. Every \$500 Team Sponsor is approved by the Treasurer, or by a designated non-conflicted officer, before it is finalized — not by the Sponsorship Coordinator alone. This keeps solicitation and approval in separate hands.
- Route all payments to CKHA. Payments are made payable to Central Kentucky Hockey Association or submitted through a CKHA official payment channel: check, ACH to the CKHA account, the CKHA online payment portal, PayPal Giving Fund, or the CKHA business Venmo account held in the organization's name. No volunteer may accept sponsorship funds into a personal account, a personal payment app, or a team account, and a personal Venmo, Zelle, or Cash App account is never an official channel.
- Document the agreement. Every association sponsorship is confirmed in writing on the CKHA Sponsorship Agreement Form (Appendix A). Every Team Sponsor is confirmed on the CKHA Team Sponsorship Commitment Form. Both are signed before benefits are delivered.
- Acknowledge promptly. CKHA issues a written acknowledgment within thirty (30) days of receipt.

8.3 Prohibited Practices

- Soliciting or accepting sponsorship funds outside CKHA's official payment channels.
- Promising a sponsor any benefit not listed in Section 5.
- Representing to a sponsor that funds will be used exclusively for one team, except as permitted at the Team Sponsor level.
- Maintaining a team bank account, payment app account, or cash box holding sponsorship funds.
- Approaching a business already registered to another CKHA volunteer or already a CKHA sponsor without coordination.

9 Use and Allocation of Funds

Association-level sponsorship revenue is budgeted by the Board and used for organization-wide needs, which may include ice time, coaching development and certification, referee costs, equipment, learn-to-play and girls' hockey programming, facility improvements, tournament and event costs, insurance, and financial aid.

The Treasurer reports sponsorship revenue and its application to the Board at least quarterly. A summary of sponsorship revenue and general categories of use is made available to the membership annually.

10 Recognition Standards

CKHA provides sponsor recognition, not endorsement. Recognition materials may include the sponsor's name, logo, locations, phone numbers, web address, and a general description of the sponsor's products or services. Recognition materials will not include price information, comparative or qualitative claims about the sponsor's goods or services, calls to action, or any statement of endorsement by CKHA.

CKHA reserves editorial control over the placement, size, and appearance of all recognition. Sponsor artwork is subject to approval and must meet CKHA's specifications and any facility requirements. Recognition placed at a facility CKHA does not own is subject to that facility's approval and rules, and CKHA is not liable for facility-imposed changes.

All recognition appearing on uniforms, jerseys, helmets, or other playing equipment must comply with USA Hockey and Mid-American District rules governing uniform advertising and manufacturer marks, as those rules exist at the time of placement. Where a sponsor's selected recognition cannot be placed in compliance with those rules, CKHA will provide a substitute of comparable value. Team-level recognition does not confer any association-level benefit.

11 Acknowledgment and Tax Treatment

CKHA provides each sponsor with a written acknowledgment within thirty (30) days of receipt, stating the amount received, the date, the sponsorship level and any team designation, CKHA's status as a 501(c)(3) organization, and a good-faith estimate of the value of any goods or services provided to the sponsor — for example, a framed jersey. Where such goods are provided, the acknowledgment states that the sponsor's deductible amount is limited to the excess of the payment over that value.

CKHA does not provide tax advice and does not represent to any sponsor that a payment is deductible in whole or in part. Sponsors are directed to their own tax advisors. Team managers, coaches, and parents may not issue tax receipts or acknowledgment letters on behalf of CKHA.

12 Conflicts of Interest and Separation of Roles

12.1 Financial Interest

A board member, coach, or volunteer who has a financial interest in a prospective sponsor — including ownership, employment, or a commission arrangement — must disclose that interest in writing to the Board before the sponsorship is accepted, and must not participate in the discussion or vote on that sponsorship.

12.2 Separation of Roles

The Sponsorship Coordinator manages association-level sponsors. The Coordinator does not approve or allocate \$500 Team Sponsors, and does not steer an association-level prospect toward any single team — including the team on which the Coordinator's own child plays. Team Sponsor approval rests with the Treasurer or another non-conflicted officer under Section 8.2.

12.3 Recusal

Any volunteer must recuse from soliciting, approving, allocating, or deciding a sponsorship matter that would benefit the team on which their own child plays, or that would benefit their own family. The matter passes to the Treasurer or another non-conflicted officer. Recusals are noted in the sponsorship record.

This is a structural rule, not a judgment about anyone's conduct. Youth hockey volunteers almost always act in good faith; separating solicitation from approval means no one has to rely on that assumption, and no family has to wonder.

12.4 No Competitive Advantage

A sponsorship may not be accepted in exchange for, or with any expectation of, roster placement, ice time, playing position, team assignment, coaching selection, or any other competitive or programmatic advantage for any skater. Any suggestion of such an arrangement must be reported to the President and Vice President immediately and is handled under CKHA's Complaint and Disciplinary Procedure.

13 Sponsor Suitability

CKHA reserves the right to decline or discontinue any sponsorship in its sole discretion. CKHA will not accept sponsorship from businesses whose primary products or services are inconsistent with a youth sports environment, absent specific Board approval. These categories are:

- Alcohol, tobacco, vaping, or cannabis products.
- Firearms, ammunition, or weapons.
- Gambling, sports wagering, or daily fantasy sports.
- Adult entertainment, or adult-oriented products, services, or venues.
- Competing youth hockey organizations or programs.

CKHA will not accept sponsorship conditioned on political or religious messaging. Political candidates, parties, campaigns, political action committees, and ballot-issue advocacy are not eligible to sponsor CKHA at any level, and this exclusion is not subject to Board exception. As a 501(c)(3) organization, CKHA may not participate in any political campaign on behalf of or in opposition to a candidate for public office.

14 Payment, Refunds, and Non-Transferability

- Sponsorships are payable in full at the time of agreement unless the Board approves a written payment schedule.
- Multi-year benefits are contingent on payment in full at the outset of the term.
- Sponsorships are non-refundable once benefits have been produced or placed, except where CKHA is unable to deliver the agreed recognition, in which case the Board will provide a pro-rated substitute or refund.
- Sponsorship benefits are not transferable or assignable without Board approval.
- A sponsorship terminates on the transfer or closure of the sponsor's business unless the Board agrees otherwise.

15 Transition and Existing Arrangements

A number of informal team sponsorships and in-progress commitments exist as of the effective date of this policy. This policy applies prospectively.

- Record everything now. Every existing sponsorship arrangement, formal or informal, is reported to the Treasurer within thirty (30) days of adoption so that it is visible in one place.
- Honor commitments already made. Sponsorships secured before the effective date are honored through their current term or season. CKHA does not go back to a sponsor to change the terms of a gift already accepted.
- Ratify as association-level with team credit. Where an existing sponsorship above \$500 was understood to support a particular team, the Board ratifies it as an association-level sponsorship, credits the supporting team in CKHA's recognition materials, and ensures the sponsor is personally thanked by that team.
- Renewals come under this policy fully. Any renewal after the effective date is subject to every provision of this policy, including the \$500 cap on team-designated funds, association-first prospecting, and Treasurer approval.

The Board may, by recorded vote, bring a particular existing arrangement under this policy immediately where doing so does not require reopening terms with the sponsor.

16 Enforcement

Sponsorship activity conducted outside this policy may result in the funds being redirected to the general fund, withdrawal of the individual's authority to solicit, and referral to CKHA's Complaint and Disciplinary Procedure. Handling CKHA sponsorship funds through a personal or team account is treated as a serious violation.

17 Administration and Review

The Sponsorship Coordinator administers this policy day to day, reporting to the Board. The Vice President serves as the designated backup. Questions about this policy should be directed to sponsorship@centralkentuckyhockey.com.

The Board reviews this policy annually, before the start of the sponsorship year on July 1. Any exception to this policy requires a majority vote of the Board recorded in the minutes.

Appendix A Sponsorship Agreement Form

This form is completed for every sponsorship, at every level, before benefits are delivered.

Sponsor (business name): _____

Primary contact / title: _____

Address: _____

Email: _____

Phone: _____

Sponsorship level (check one):

- ☐ Winner's Circle — \$10,000
- ☐ Home Stretch — \$5,000
- ☐ Back Stretch — \$2,500
- ☐ Starting Gate — \$1,000
- ☐ Team Sponsor — \$500. Team supported: _____

Team through which this sponsorship was secured, for credit purposes:

Sponsorship year: July 1, _____ through June 30, _____

Optional extras arranged (if any): _____

Amount received: \$ _____

Date received: _____

Payment method: _____

Sponsor acknowledgment

I understand that Central Kentucky Hockey Association is a single 501(c)(3) nonprofit organization and that my sponsorship is a gift to the organization. Except for the \$500 Team Sponsor level, sponsorship funds are not restricted to any individual team, and no sponsorship of any level may be applied to the dues, fees, or expenses of any individual skater or family. Any team identified above is credited for recognition purposes only. I understand that CKHA provides recognition rather than endorsement, and that CKHA does not provide tax advice.

Sponsor signature: _____

Date: _____

CKHA Sponsorship Coordinator: _____

Date: _____

Team Sponsor approval (Treasurer or non-conflicted officer, required before finalizing):

Approved by: _____

Date: _____

Appendix B Role Clarity Matrix (Sponsorship)

Role	Primary Authority / Responsibility	Limitations
CKHA Board	Approves levels, amounts, and recognition packages; approves multi-year terms, additional recognition, and suitability exceptions; budgets and allocates all revenue.	Cannot waive Section 7.3 or the political exclusion in Section 13.
Sponsorship Coordinator	Master prospect list, prospect registration and clearance, association-level sponsors, agreement forms, and day-to-day administration.	Does not approve or allocate Team Sponsors. Does not steer prospects toward any single team.
Treasurer	Receipt and deposit of funds, books and records, Team Sponsor approval, written acknowledgments, quarterly reporting to the Board.	Subject to Board authority. Does not set recognition packages.
Vice President	Designated backup to the Sponsorship Coordinator.	Same limitations as the Coordinator when acting in that role.
Team Manager	Introducing prospects after registration, submitting commitment forms, confirming team designation.	Cannot accept or hold funds, promise recognition, create materials or tiers, or issue tax receipts.
Coach	Identifying and introducing prospects after registration.	Cannot accept funds, promise placement, or link sponsorship to any competitive decision.
Parent / Player	Identifying and introducing prospects after registration.	Receives no personal credit, refund, or fee reduction. Acquires no ownership or control of funds.