

CENTRAL KENTUCKY HOCKEY ASSOCIATION

Team Sponsorship & Donation 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: Treasurer, subject to CKHA Board authority

Governing Policy: CKHA Sponsorship Policy, which controls in any conflict

Sponsor Contact: sponsorship@centralkentuckyhockey.com

Policy in one sentence

A team sponsorship is accepted by CKHA, not by an individual coach, manager, parent, player, or private team account; it is registered before contact and approved by the Treasurer before it is finalized; and it never becomes a credit to the player or family who secured it.

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1 Team Sponsorship at a Glance

A team sponsorship lets a business support one CKHA team while CKHA handles the money, the paperwork, and the recognition. Parents and team managers may find sponsors; they may not accept, hold, or spend sponsor funds. Read this section before approaching any business on behalf of a CKHA team.

Topic	What team representatives should understand
Who accepts the money	CKHA accepts every sponsorship. Never a coach, manager, parent, player, private team account, or personal payment app.
Amount	The Team Sponsor level is \$500 per sponsor per sponsorship year, designated to one team.
Above \$500	Only the first \$500 is ever recorded to a team line. The balance is association revenue, whatever the sponsor or team prefers.
Recognition	The \$500 level is a clickable website listing identifying the team supported, and nothing further. Newsletter and social recognition begin at Starting Gate (\$1,000).
No personal credit	Sponsorship proceeds never become a fee credit, refund, or discount for the player or family who found the sponsor.
Register first	Submit the prospect to the Sponsorship Coordinator before making contact. Association prospects come first.
Treasurer approves	The Treasurer, or another non-conflicted officer, approves every Team Sponsor before it is finalized.
Unused funds	Money unspent at the close of the sponsorship year reverts to the CKHA general fund. It does not roll over.

2 How to Use This Policy

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

Plain-language intent

This policy is the team-level procedure that sits underneath the CKHA Sponsorship Policy. Sponsorship levels, amounts, and recognition packages are set in that policy and are not restated or altered here. Where the two documents address the same subject, the Sponsorship Policy controls.

3 Purpose, Scope, and Authority

3.1 Purpose

The purpose of this policy is to establish a consistent process for soliciting, accepting, recording, recognizing, and spending team-designated sponsorships and donations. The policy is intended to protect CKHA, its teams, families, sponsors, and nonprofit status while allowing teams to build meaningful community partnerships.

3.2 Scope

- All CKHA teams, travel and house/recreational.
- Parents, guardians, and players participating in team-designated sponsorship or donation activity.
- Head coaches, assistant coaches, team managers, and team volunteers.
- CKHA Board members and program leaders involved in sponsorship oversight.
- Businesses, organizations, and individuals sponsoring or donating to a designated CKHA team.

3.3 Authority and Relationship to Other CKHA Policies

The CKHA Board retains final authority over all sponsorship activity. The Treasurer is responsible for day-to-day administration of team-designated funds, subject to Board direction. The Sponsorship Coordinator maintains the master prospect list and registers prospects under Section 8.2 of the CKHA Sponsorship Policy.

This policy is subordinate to the CKHA Sponsorship Policy, which controls in any conflict. It is the fundraising and sponsorship procedure contemplated by Appendix E of the CKHA Travel Hockey Policy, and it operates alongside Section 11.4 of that policy, which prohibits coaches and team managers from independently committing CKHA, a team, or families to expenses. Terms defined in Section 3.3 of the CKHA Sponsorship Policy — including Sponsorship Year, Designation, Restriction, and Earmarking — carry the same meaning here.

KEY RULE

A team sponsorship is accepted by CKHA, not by an individual coach, manager, parent, player, or private team account. No exception to this rule may be granted by any individual, including a Board officer, acting alone.

4 Sponsorship Amount and Team Designation

4.1 The Team Sponsor Level

The Team Sponsor level is \$500 and may be designated to a single CKHA team. It is the only level at which a team affiliation is part of the sponsorship itself. The team-designated limit is \$500 per sponsor per sponsorship year in total, not \$500 per team. The sponsorship year runs July 1 through June 30 and is renewable annually.

4.2 Aggregation and Level Placement

Total contributions from a single sponsor within a sponsorship year are aggregated for level placement. A sponsor may not combine a Team Sponsor with an association sponsorship to obtain recognition beyond the level its total contribution supports.

Any amount above \$500 from the same sponsor in the same sponsorship year, and any commitment a sponsor wishes to direct to more than one team, is treated as an association sponsorship under Section 5 of the CKHA Sponsorship Policy, beginning with Starting Gate at \$1,000. Where a sponsor asks that an

association-level gift be spent exclusively on one team, the Sponsorship Coordinator follows the sequence in Section 7.2 of that policy.

Where a sponsor gives more than \$500 and designates a team, Section 5.4 of the CKHA Sponsorship Policy applies. The first \$500 is recorded to that team's line as a Team Sponsor; the balance is recorded to the general fund; and recognition is set by the highest published level the total gift fully funds. A business giving \$800 to a team, for example, receives Team Sponsor recognition, and CKHA records \$500 to the team line and \$300 to the general fund.

The team representative must not tell a sponsor that a larger gift will produce a larger team balance. The Sponsorship Coordinator explains the allocation to the sponsor before the gift is accepted, and the acknowledgment states both amounts.

4.3 Limit on Team Sponsors per Team

A team may hold no more than four (4) Team Sponsors per sponsorship year without prior Board approval. The Treasurer tracks this count and will decline a fifth commitment until the Board acts.

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.

5 Solicitation, Registration, and Approval

5.1 Register the Prospect Before Contact

Parents, coaches, managers, and other team representatives may identify and introduce prospective sponsors, and are encouraged to do so. Before making contact, the team representative must submit the prospect to the Sponsorship Coordinator, who maintains the master prospect list and responds within five (5) business days.

Registration will be denied or redirected if the prospective business:

- Already sponsors CKHA at an association level.
- Is being actively pursued by the Sponsorship Coordinator at an association level.
- Is already registered to another CKHA volunteer or team for the same sponsorship year.

An association-level prospect may not be converted into a team-level one. Where two teams seek the same business, the first registered prospect has priority. Only the current Board-approved sponsorship flyer and forms may be used; teams may not create their own materials, levels, or pricing.

5.2 Commitment Form and Treasurer Approval

Before a sponsorship is finalized, the sponsor must complete the CKHA Team Sponsorship Commitment Form. The team manager must submit the completed form to the Treasurer within ten (10) calendar days of the sponsor signing it.

The Treasurer, or another designated non-conflicted officer, approves every Team Sponsor before it is finalized. Approval does not rest with the Sponsorship Coordinator alone, so that solicitation and approval stay in separate hands. Benefits are not delivered before the form is signed and the approval is recorded.

5.3 Limits on What May Be Promised

No team representative may promise benefits, logo placement, uniform placement, helmet or bag placement, exclusivity, signage, or other consideration beyond the Team Sponsor package described in Section 10. Newsletter recognition, social media posts, equipment bag logos, jersey patches, helmet decals, sponsor spotlights, and category exclusivity are association-level benefits and may not be offered at the team level.

A promise made outside the approved package is not binding on CKHA and does not obligate CKHA to honor it.

6 Payment and Receipt of Funds

All sponsorship and donation payments must be made payable to Central Kentucky Hockey Association or submitted through a CKHA official payment channel. Approved methods are:

- Check payable to "Central Kentucky Hockey Association."
- ACH transfer to the CKHA account, arranged through the Treasurer.
- The CKHA online payment portal.
- PayPal Giving Fund, where the sponsor prefers that route.
- The CKHA business Venmo account held in the organization's name.
- Any additional method published in writing by the Treasurer.

CKHA's business Venmo account, held in the organization's name and controlled by the Treasurer, is an official channel. A personal Venmo, Zelle, Cash App, or PayPal personal account is not, and never becomes one. Payments may not be made to a coach, team manager, parent, player, or private team account, and no volunteer may accept sponsorship funds into a personal account, a personal payment app, a team account, or a cash box. There are no exceptions to this section.

The team designation must be included with the payment so the Treasurer can record the funds to the correct team line.

7 Accounting and Recordkeeping

Team Sponsor funds are deposited into CKHA's general account and recorded against the supported team's line in the approved budget, as provided by Section 6.1 of the CKHA Sponsorship Policy. The Treasurer records each team-designated sponsorship or donation, including sponsor name, amount, date received, team designation, approving officer, and disposition of funds.

CKHA maintains the official financial record. Team managers may request a balance or transaction summary at any time and will receive one within ten (10) business days. Team managers may not maintain a separate or parallel financial record, team bank account, payment app account, or cash box.

8 Use of Team Sponsorship Funds

8.1 Permitted Uses

Team Sponsor funds are applied to association-approved expenses benefiting the supported team as a group. Permitted uses include:

- Ice time and additional ice.
- Tournament entry fees.
- Team equipment and locker room costs.
- Approved team development activities.

- Approved team apparel.
- Team meals and team-building activities.
- Other team expenses approved under CKHA policy.

8.2 Spending Approval

Consistent with Section 11.4 and Appendix C of the CKHA Travel Hockey Policy, team managers and coaches have no independent spending authority. Every expense drawn against a team line requires advance written approval as follows:

Expense amount	Advance approval required
Up to \$1,000	Treasurer, or the Director of Hockey with notice to the Treasurer.
Over \$1,000	CKHA Board.
Any amount outside Section 8.1	CKHA Board.

Receipts must be submitted to the Treasurer within fourteen (14) days of the expense. Reimbursements are issued through CKHA financial procedures. Funds are not disbursed to a coach, manager, or parent to hold or spend.

8.3 No Overspending

A team line may not be overspent. An expense incurred beyond the available team balance, or without the advance approval required by Section 8.2, is the responsibility of the individual who incurred it and will not be reimbursed by CKHA.

9 No Individual Player Benefit

A sponsorship obtained by a player or family does not become a personal credit, refund, reimbursement, fee reduction, discount, or cash benefit to that player or family. Team sponsorship proceeds may not be distributed directly to individual players or families, and may not be applied against any individual skater's registration fees, team fees, travel costs, or account balance. This is the earmarking prohibition in Section 7.3 of the CKHA Sponsorship Policy, applied at the team level.

CKHA does not maintain individual player accounts or individual fundraising credits, and operates no system under which the amount a family raises affects what that family owes. Credit toward a player's own costs may not be offered, implied, or tracked as an incentive for securing a sponsor. The parent or player who secured the sponsor may be recognized for helping the team, but does not acquire ownership or control of the funds.

Families seeking help with fees should use CKHA's financial aid process, which applies objective criteria, is administered by the Board without regard to fundraising activity, and is handled confidentially. See also Section 11.5 of the CKHA Travel Hockey Policy.

Why this section matters

Crediting fundraising proceeds to the individual who raised them is the most common way a youth-sports 501(c)(3) creates a private-benefit problem for itself. This section is a nonprofit-status protection, not a preference, and should not be waived for any team or family.

10 Sponsor Recognition

10.1 Approved Team-Level Recognition

The \$500 Team Sponsor level includes the recognition stated for that level in Section 5.1 of the CKHA Sponsorship Policy:

- A clickable sponsor listing on the CKHA website, identifying the one CKHA team supported.

That listing is the entire Team Sponsor package. Newsletter recognition, social media recognition posts, equipment bag logos, game-day recognition, jersey shoulder patches, helmet decals, sponsor spotlights, club-wide placement, category exclusivity, banners, in-glass panels, in-ice logos, and apparel are association-level benefits and are not included at the team level. Additional recognition may be extended only by recorded vote of the Board.

A team may thank its sponsor informally — in person, at a game, or in team communications — and is encouraged to. That courtesy is not a promised benefit, is not part of the package, and may not be described to a prospective sponsor as something CKHA will deliver.

10.2 Acknowledgment, Not Advertising

CKHA provides sponsor recognition, not endorsement. Recognition may include the sponsor's name, logo, locations, phone numbers, web address, and a general description of the sponsor's products or services. Recognition may not include:

- Price information, or savings and discount offers.
- Comparative or qualitative claims about the sponsor's goods or services.
- Calls to action, or any inducement to purchase, sell, or use the sponsor's products or services.
- Any statement of endorsement by CKHA, or that CKHA recommends a sponsor over a competitor.

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.

10.3 CKHA Marks and Facility Signage

All use of CKHA names, marks, logos, uniforms, helmets, equipment bags, banners, social media, or other association assets remains subject to CKHA approval and applicable USA Hockey and Mid-American District requirements governing uniform advertising and manufacturer marks.

Recognition placed at a facility CKHA does not own is subject to that facility's approval and rules under Section 5.3 of the CKHA Sponsorship Policy, and may not be promised to a sponsor before that approval is obtained.

11 Sponsor Eligibility

CKHA reserves the right to decline or discontinue any sponsorship in its sole discretion. Applying Section 13 of the CKHA Sponsorship Policy, the following categories are not eligible for team sponsorship absent specific Board approval:

- 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 at any level, and this exclusion is not subject to Board exception.

A sponsorship does not constitute CKHA endorsement of the sponsor's products, services, or viewpoints.

12 Donations, Sponsorships, and In-Kind Gifts

A donation may be accepted without promotional benefits. A sponsorship includes acknowledgment or recognition of the sponsor. CKHA controls the form of recognition so that sponsor acknowledgments remain appropriate for a nonprofit youth-sports organization.

In-kind gifts of goods or services offered in support of a specific team follow the same registration, approval, recordkeeping, and recognition rules as cash sponsorships, and are reported to the Treasurer before acceptance. CKHA will describe an in-kind gift in its written acknowledgment but will not state a value for it; valuation is the donor's responsibility. Gifts of services, use of facilities, and gift cards are recorded but are not treated as charitable contributions to the donor.

In-kind gifts of equipment are addressed separately by the Board under Section 3.2 of the CKHA Sponsorship Policy. CKHA representatives should not make promises regarding tax deductibility.

13 Acknowledgment and Tax Documentation

The Treasurer, or another Board-authorized representative, issues written acknowledgment for every team-designated sponsorship or donation within thirty (30) days of receipt. The acknowledgment states the amount received, the date, the sponsorship level and 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.

CKHA does not provide tax advice. Sponsors and donors are directed to their own tax advisors regarding deductibility or business-expense treatment. Team managers, coaches, and parents may not issue tax receipts or acknowledgment letters on behalf of CKHA.

14 Unused Team Funds

Team Sponsor funds remain the property of CKHA at all times and may not be distributed to players or families. Under Section 6.2 of the CKHA Sponsorship Policy:

- Unspent Team Sponsor funds do not roll over to a subsequent sponsorship year.
- Unspent funds do not follow players to a different team.
- Unspent funds revert to the CKHA general fund at the close of the sponsorship year on June 30.

The Treasurer notifies each team manager of the remaining balance on the team line no later than May 1, so that approved expenses can be planned before the reversion date. Any exception to this section requires a majority vote of the Board recorded in the minutes.

15 Conflicts of Interest and Competitive Advantage

15.1 Financial Interest and Recusal

A Board member, coach, Director of Hockey, team manager, or other CKHA representative who has a financial interest in a prospective sponsor — including ownership, employment, or a commission

arrangement — or a family relationship with its principals, must disclose that interest in writing to the Board before the sponsorship is accepted, and must not participate in the decision to accept it or in setting its recognition.

Any volunteer must also recuse from soliciting, approving, or allocating 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. Disclosures and recusals are noted in the sponsorship record. This section applies Section 12 of the CKHA Sponsorship Policy and does not replace it.

15.2 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.

16 Compliance

Sponsorship activity conducted outside this policy may result in the funds being redirected to the general fund, the sponsorship being returned or suspended, withdrawal of the individual's authority to solicit, loss of team fundraising privileges, or other action by the CKHA Board. Handling CKHA sponsorship funds through a personal or team account is treated as a serious violation.

Conduct-related matters are also governed by CKHA's Complaint and Disciplinary Procedure, which controls if it conflicts with this section. Questions or requests for exception must be directed to the CKHA Board before funds are accepted or commitments are made.

17 Policy Review and Amendments

The CKHA Board reviews this policy annually, before the start of the sponsorship year on July 1, alongside the CKHA Sponsorship Policy. The Board may amend the policy at any time. Any exception to this policy requires a majority vote of the Board recorded in the minutes.

Annual operational details, including the sponsor prospect list, payment portal configuration, and artwork specifications, may be communicated separately without requiring a full policy amendment.

Appendix A Standard Team Sponsorship Workflow

This appendix summarizes the process required by Sections 5 through 13. It does not create requirements beyond those sections.

1. Team representative submits the prospect to the Sponsorship Coordinator before making contact (Section 5.1).
2. Sponsorship Coordinator checks the master prospect list and registers, denies, or redirects within five business days.
3. Team representative approaches the business using only Board-approved materials.
4. Sponsor completes the CKHA Team Sponsorship Commitment Form.
5. Team manager submits the completed form to the Treasurer within ten calendar days (Section 5.2).
6. Treasurer, or another non-conflicted officer, approves the Team Sponsor before it is finalized.
7. Sponsor pays CKHA directly through an official payment channel (Section 6).
8. Treasurer deposits the funds, records them to the team line, and issues written acknowledgment within thirty days (Sections 7 and 13).

9. CKHA delivers approved team-level recognition (Section 10).
10. Team expenses are approved at the applicable threshold and paid or reimbursed through CKHA financial procedures (Section 8).
11. Treasurer reports the remaining team balance by May 1; unspent funds revert to the general fund on June 30 (Section 14).

Appendix B Role Clarity Matrix (Team Sponsorship)

Role	Primary Authority / Responsibility	Limitations
CKHA Board	Approves expenses over \$1,000, a fifth Team Sponsor for a team, additional recognition, suitability exceptions, and any exception to this policy by recorded vote.	Cannot waive Section 9 or the political exclusion in Section 11. No individual officer may authorize an exception alone.
Sponsorship Coordinator	Master prospect list, prospect registration and clearance, coordination between teams and association outreach.	Does not approve or allocate Team Sponsors. Does not steer prospects toward any single team.
Treasurer	Team Sponsor approval, receipt and deposit of funds, team lines, expense approval up to \$1,000, acknowledgments, May 1 balance notice.	Subject to Board authority. Does not set recognition packages or levels.
Director of Hockey	Expense approval up to \$1,000 with notice to the Treasurer; coordination of team needs.	Cannot accept funds, register prospects, or approve recognition beyond the team package.
Team Manager	Submitting commitment forms, confirming team designation, tracking receipts, requesting balance summaries.	Cannot accept or hold funds, spend without advance approval, promise recognition, create materials, issue tax receipts, or keep a parallel ledger.
Head Coach	Identifying and introducing prospects after registration; supporting sponsor relationships.	Cannot accept funds, promise placement, or link a 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.

Appendix C Items Recommended for Future Amendment

The following topics may be valuable, but should be adopted only after CKHA determines how they will be funded, staffed, administered, and enforced.

- A written prospect register and clearance-tracking procedure maintained by the Sponsorship Coordinator.
- A team fundraising policy covering activities other than sponsorship, such as raffles, product sales, and events.

- A gift acceptance policy addressing non-cash gifts, securities, and restricted gifts.
- Standardized sponsor artwork specifications and submission deadlines.
- A renewal and multi-year framework for Team Sponsors.