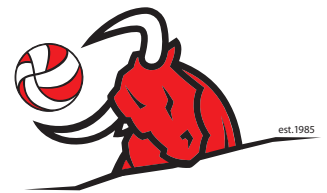


Maverick Volleyball Club

Sponsorship Guidelines



Coach / Team Manager “To Do” List:

- Customize the “MaverickSponsorLetter” template.
- Proofread it carefully and make sure all red text on the first page has been replaced, and the highlighted text has been deleted before saving to your computer (replace the word “template” with your sponsor’s name).
- Send the customized letter plus the Sponsorship Form to your potential sponsor.
- Accept the cheque and hand over to the appropriate Club authority (kerry@maverickvolleyball.ca). The amount will be attributed to your team’s account ledger (minus the 10% Club contribution if applicable). A cheque is preferable to avoid paying additional processing fees.
- Make sure you get a Tax Receipt from Kerry MacLean to give to your sponsor.
- Once finalized, send a list of benefits relevant to your new sponsor (and their logo for the web site) to the Marketing Director (chris@maverickvolleyball.ca) to coordinate all web site benefits.
- Complete all other benefits.
- Follow up with sponsor to ensure all components are completed to their satisfaction.

Guidelines when negotiating sponsorship for teams and individual players

- We strongly recommend that you include the Maverick Marketing Director on all communications and negotiations to ensure the club is informed. (chris@maverickvolleyball.ca)
- If your sponsor cannot provide the “recommended minimum” donation, you can reduce the benefit package to suit the sponsor’s contribution.
- It is up to the team or individual player’s discretion to enhance the benefit package. We have offered suggestions on what to include in a basic package below (please note that you cannot offer benefits that involve Maverick Volleyball equipment, promo material, uniforms and belongings unless they are approved by the Marketing Director).
- All reproduction of the Maverick Volleyball logo must be cleared by the Marketing Director. Alteration of our logo, name and/or font is not permitted.
- **Please note** that 10% of the sponsorship package will be deducted from any sponsorship packages that involve any club administrative resources (such logos and hyperlinks on website, letters from the President, etc) and those proceeds are split between administration and the Benevolent Fund.

Basic Package (team and player level sponsorships)

Please note that 10% of your sponsorship will be donated to the club’s admin fees and the Benevolent Fund for financial-needs players if it includes any involvement by administration.

- Logo and hyperlink on Maverick web site
- Banner to be displayed at hosted tournaments and year-end banquet
- Recognition at the banquet
- A thank you letter from the President of the Maverick Volleyball Club
- Business receipt.

Suggestions to enhance basic benefits (team and player level sponsorships)

Players and teams can enhance the basic sponsorship packages by adding benefits, however, these are the responsibility of the team or the player to pay for and to execute.

- Appreciation plaque featuring team or player’s photo
- Distribution of promo material at Maverick Volleyball events
- Sponsor may be encouraged to cover the costs to screen their company logo on your team’s practice T-shirts (not game jerseys)
- Other...

Remember: **all** sponsorship donations receive a business receipt for tax purposes.