









TEAM SPONSORSHIP INFORMATION PACKAGE 2011-2012

The Dodge Caravan Kids Program, a joint effort between participating amateur hockey associations and Chrysler, Jeep, Dodge 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 and Ram dealers across the country are funding novice hockey 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 teams¹
-  **What is the team name?**
 - Dodge Caravan Kids
-  **What if my team already has a sponsor, do we still qualify?**
 - YES, provided it is not a direct competitor sponsor to the 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 30th, 2011
-  **When do I have to provide this?**
 - December 1st, 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)¹. It is not limited to just one team per Association. Local Associations within a 100 kilometre radius of a Chrysler, Jeep, Dodge and Ram retailer are eligible for this sponsorship. Contact your local Branch or visit www.chrysler.ca to find your local retailer.

¹ = Atlantic Canada - Atom Division is also eligible

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 is "Dodge Caravan Kids". Teams cannot be combined with another competitor sponsor on their jerseys or helmets. 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. 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 Branch/Association Office by **December 1st**. 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 1st.**

Throughout the year, Chrysler Canada and/or its Chrysler, Jeep, Dodge 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?

To locate your Branch/Association, please visit the Participating Partners section on www.dodgecaravankids.ca or contact us at (905) 780-2174 or info@dodgecaravankids.ca and a Dodge Caravan Kids representative will be glad to help you.

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. Photos **must** be submitted to the Branch/Association.

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. 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 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.

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



2010-2011 Photo Contest Finalist
Medicine Hat Oilers

DETERMINING A WINNER:

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

INVOICING:

Your local association is responsible for invoicing the Branch/Association. Please contact your Branch/Association to ask about the sponsorship total. 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 1ST**. Sample invoices are available by contacting your local Branch/Association.

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 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 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 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:

Team Contact Signature Print Name Date

Please send completed form to your local hockey Branch and/or info@dodgecaravankids.ca



**TEAM SPONSORSHIP INFORMATION PACKAGE
2011-2012**

August 2011

To: Dodge Caravan Kids Participating Parents/Guardians

Re: Negative-Consent Use of Image

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 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) 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

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

Sincerely,
Dodge Caravan Kids Team