



## Canadian Tire Team Sponsorship Program

### What is it?

A partnership between Canadian Tire and GTHL to provide **Peewee-level house league** hockey teams in the GTHL with \$500 in funding to help pay for the costs associated with playing hockey

### Who is eligible?

- All **Peewee -level house league** hockey teams within the GTHL and its affiliated divisions
- Sponsorship is **not** limited to one team per association
- May not be combined with another competing sponsor

### Benefits of participating:

- \$500 for your hockey team to offset costs associated with hockey (jerseys, uniforms, awards, etc.)

### Team Branding Requirements:

All participating teams will acknowledge their participation in the program through the following branding opportunities:

1. All participating teams **MUST** wear the Canadian Tire crest on the **FRONT CENTRE** of their jerseys. See examples below. **Teams that do not fulfill the branding requirements as described below may be denied funding.** To order the digital logo files please contact Andy Shapiera at [ashapiera@gthlcanada.com](mailto:ashapiera@gthlcanada.com).

#### Logo Placement



2. All participating teams must adopt the Canadian Tire name within their team name. For example: Canadian Tire Team Red or Canadian Tire Team Blue or Team Green, etc.

### Team Requirements:

In addition to the branding opportunities, each association must submit the following items in order to receive the sponsorship funds:



2018-19 Season

1. Completed Online Registration form – **Due immediately**
2. Team contact for each team (Name, phone number, email)
3. Team photograph for each team. Get creative with this! Take a photo in front your local Canadian Tire Store, holding up a sign, etc.
4. An invoice for the GTHL from your association for the total sponsorship amount. For example: 5 teams = 5 x \$500 = \$2,500
5. Distribute the Image Consent form to all parents/guardians on each team
6. **Item 1: DUE IMMEDIATELY – First 140 teams will be accepted**
  - a. **Items 2-5 above are due no later than November 30, 2018.**

**How to Apply:**

1. Fill out the Canadian Tire House League Team Sponsorship Program Registration Form.
2. Complete the **Team Branding Requirements** and other **Team Requirements** Listed above.

**Program Contact:**

If you have any questions please contact:

Andy Shapiera  
Marketing and Corporate Partnerships  
Greater Toronto Hockey League  
57 Carl Hall Road  
Toronto, ON, M3K 2B6  
[ashapiera@gthlcanada.com](mailto:ashapiera@gthlcanada.com)  
(416) 636-6845

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**PHOTO RELEASE**

Dear Hockey Parent,

Congratulations and welcome to the Canadian Tire Team!

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

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I, on behalf of any participants under the age of majority listed below, grant to Canadian Tire the right, in perpetuity, to publish, reproduce, edit or otherwise use the photograph(s) taken of my child in conjunction with the Canadian Tire Team Sponsorship Program without further notice or compensation in any advertising and promotion materials in Canada, including, but not limited to, print advertising (newspaper, magazine, billboards etc.), television and on-line advertising or use on websites affiliated with the Canadian Tire Team Sponsorship Program.

I further agree to hold Canadian Tire, its employees and agents harmless with respect to any damages or costs arising from the use of my photograph(s).

If a child on your sponsored team cannot be photographed for specific reasons, parents must inform us in writing of their wishes by contacting the Greater Toronto Hockey League by November 30, 2018.

Greater Toronto Hockey League  
57 Carl Hall Road  
Toronto, ON, M3K 2B6  
Fax: 416-636-2035  
Email: [ashapiera@gthlcanada.com](mailto:ashapiera@gthlcanada.com)

If you subsequently wish to withdraw your consent, please contact the GTHL directly.

Sincerely,

The Canadian Tire Team Sponsorship Program Team!

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2018-19 Season



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