

TEAM SPONSORSHIP INFORMATION PACKAGE 2014-2015

DODGE Caravan Kids

ABOUT DODGE CARAVAN KIDS

The Dodge Caravan Kids Program is a joint effort between participating amateur hockey associations and Chrysler, Jeep, Dodge, Ram retailers that provides \$500 in funding and access to exclusive hockey benefits to Atom-level hockey teams across Canada.

The goal of the Dodge Caravan Kids Program is to help enrich the game of hockey for participating coaches, players and their families and represents one of Chrysler Canada's key community efforts.

WHO IS ELIGIBLE?

- Hockey PEI - Atom "A" Male and Female teams are eligible. Visit www.chrysler.ca to locate your closest retailer.
 - Exemptions can be made upon request (i.e. rural areas where car dealerships are not local)
- Teams and associations are eligible to participate regardless of other corporate sponsorships they may have, unless those partnerships are with a competing automaker or their associated retailer.

PROGRAM BENEFITS

Each team/association enrolled in the Dodge Caravan Kids Program will receive:

- \$500 in funding. Please contact your local Branch/Association for further information on funding policies.
- The opportunity to enter the Dodge Caravan Kids Photo Contest to win up to \$500 in extra funding.
- The opportunity to submit your Dodge Caravan Kids team to be featured on TV in National broadcast. More information will be provided in your Dodge Caravan Kids Team Packages and Coach's Letter once you have registered for the program.
- The opportunity to win a 2015 Dodge Grand Caravan and \$5,000 for your local Branch / Association.

MANDATORY QUALIFICATION REQUIREMENTS FOR THE DODGE CARAVAN KIDS PROGRAM

In order to process your request, **your team/association must FULLY complete the following information by 5:00 p.m. on Monday, December 1st, 2014 to be eligible for consideration in the Dodge Caravan Kids program:**

1. Complete the Team/Association & Coach Contact Information Sheet for each sponsored team. Send forms and photos to Hockey PEI office.
2. Provide a High Res Team Photo (minimum 2 GB)
 - a. **Team photo MUST show Dodge Caravan Kids Patch/branding on jersey**
 - b. **Team photo MUST include entire team**
 - c. **Team photo release with parent signatures MUST accompany the photo**

NOTE: If a child on a sponsored team cannot be photographed for specific reasons, the child's parent/guardian must inform us in writing of their wishes by contacting Dodge Caravan Kids Program Headquarters by **Monday, December 1st, 2014**

If a parent signs the photo release and subsequently wishes to withdraw your consent, please contact the Dodge Caravan Kids Program Headquarters by **Monday, December 1st, 2014**

PLEASE NOTE: ALL ABOVE REQUIREMENTS MUST BE MET IN ORDER TO RECEIVE FUNDING

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TEAM SPONSORSHIP BRANDING REQUIREMENTS

Any team that joins the Dodge Caravan Kids Program must acknowledge their participation through the following branding activities:

- Adopt the Dodge or Dodge Caravan Kids name in their team name. I.e., Sunnyside Dodge Caravan Kids, Dodge Chargers, Dodge Caravan Kids Team Red, Dodge Caravan Kids Green Chargers, etc.
- Team jerseys can be any colour but **MUST** feature the Dodge Caravan Kids sponsor patch or screened logo on either:
 - Back of jersey OR Front of jersey
- Name bars are available through the Hockey PEI office.

SPONSOR PATCH POSITIONING - Examples of the two jersey locations the Dodge Caravan Kids patch or screened logo **MUST** be positioned: (one position per jersey only)

FRONT OR BACK OF JERSEY - LARGE PATCH



FRONT OF JERSEY - SMALL PATCH



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Below are examples of acceptable team pictures for the Dodge Caravan Kids program.



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TEAM CONTACT INFORMATION FORM

Throughout the fall, Chrysler Canada will be sending valuable Dodge Caravan Kids Team Packages and Coach's Letters to each participating team.

Team Packages will contain 15 cool Caravan Kids giveaways for your Atom players as well as information on how to sign up for the exclusive Team Benefits offered only to Dodge Caravan Kids teams (e.g., Enter your team to appear on TV, sign up to win \$500 in extra funding through the Dodge Caravan Kids Photo Contest, etc.)

Look for your Team Package and Coach's Letter in early November, early December and early January depending on when you register. The earlier you register, the more Team Benefits you can take advantage of.

All information provided below is subject to Chrysler Canada's Privacy Policy that can be found at Chrysler.ca.

ONE FORM MUST BE COMPLETED FOR EACH TEAM (ie: SIX TEAMS = SIX FORMS)

ALL FIELDS ARE MANDATORY TO BE COMPLETED.

All submissions must be received by 5:00 p.m. on Monday, December 1st, 2014.

Minor Hockey Association: _____

Team Name: _____

1) Primary Contact Information

First Name:	Last Name:	
Title or Role With Minor Hockey Association (ie. President, Division Coordinator etc):		
Address:	City:	Postal Code:
E-mail:	Phone:	

2) Coach Information

First Name:	Last Name:	
Address:	City:	Postal Code:
E-mail:	Phone:	

Please check the following:

I agree to the following conditions outlined in this document of this Dodge Caravan Kids team sponsorship for the 2014-2015 hockey season. Please sign below:

Team Contact Signature

Print Name

Date

Please send completed form to the Hockey PEI office at info@hockeypei.com, by fax at 902-386-4337 or by mail at: 40 Enman Crescent, Suite 209 Charlottetown, PE C1E 1E6

DODGE CARAVAN KIDS

PHOTO RELEASE

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 Chrysler Canada Inc. the right, in perpetuity, to publish, reproduce, edit or otherwise use the photograph(s) taken of my child in conjunction with the Dodge Caravan Kids Team Photo Contest 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 DodgeCaravanKids.ca and Facebook.com/Dodge Canada.

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

	Child Name: (print)	Parent Name: (print)	Parent Signature:
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