



SAN DIEGO HEARTBREAKERS
FUNDRAISING / SPONSORS / MERCHANDISE / WEBSITE



35.0 FUNDRAISING

- 35.1 Fundraising is used to help all current registered participant members of the San Diego Heartbreakers.
- a) No one person shall personally gain from any fundraising event.
- 35.2 All fundraising ideas shall be submitted to the 2nd Vice President for review. Approval is required from the Board of Directors prior to any activity/event to occur.
- a) All registered participant members are encouraged to participate in all San Diego Heartbreakers events.
- b) Any event that involves any type of alcoholic establishment, all members must be at least 21 years of age to participate.
- 35.3 A donation page is established on the San Diego Heartbreakers website, using PayPal.
- 35.4 Money raised/donated may be used towards the following:
- * Annual operating costs
 - * Coach's expenses
 - * Reduce ice costs.
 - * Purchase of needed equipment
 - * Purchase of merchandise

36.0 SPONSORSHIPS

- 36.1 Any solicitation of sponsors shall be done under the direction of San Diego Heartbreakers 2nd Vice President.
- 36.2 The San Diego Heartbreakers Board of Directors has a pre-approved sponsor packet that should be used by registered participant members.
- 36.3 Obtaining an individual sponsorship is acceptable, as long as there is prior approval from the Board of Directors.
- a) Any registered participant member needing individual sponsorship shall submit a request, in writing via email to the 2nd Vice President and the President.
- b) Guidelines for obtaining an individual sponsorship shall be determined on a case-by-case basis from the Board of Directors.
- 36.4 Donations can be cash or items and the level of donation will be calculated based on the monetary value of the item(s).
- 36.5 The Board of Directors have specified six (6) sponsorship levels:
- a) Corporate Level (donations of \$1,000 or more, or items equal to or greater than \$1,000)
 - b) Platinum Level (donations of \$500 - \$999)
 - c) Gold Level (donations of \$250 - \$499)
 - d) Silver Level (donations of \$100 - \$249)
 - e) Bronze Level (donations of \$50 - \$99)
 - f) Friends of Heartbreakers (donations of \$5 - \$49)

37.0 MERCHANDISE

- 37.1 Any merchandise that displays the San Diego Heartbreakers logo shall be expressly sold by approved registered participant members of San Diego Heartbreakers only.
- a) No 3rd party person may sell any San Diego Heartbreakers merchandise without the express written permission from the San Diego Heartbreakers Board of Directors.

38.0 WEBSITE

- 39.1 The official website of the San Diego Heartbreakers is located at www.sdheartbreakers.org.
- 39.2 The website is owned and operated by the Board of Directors and all materials must have prior approval before any material is added to the website.
- 39.3 Any registered participant member that is in good standing may submit photos, news, and information to be placed on the website. Approval of such photos and documents must go through the Board of Director's for approval prior to being placed on the website.
- a) All registered participant member is encouraged to submit photos.
 - b) Inappropriate material will NOT be allowed onto the website.
- 39.4 The webmaster for the website is outsourced to IceFyr Designs. IceFyr Designs keeps the website up to date at no additional costs to the San Diego Heartbreakers.
- 39.5 Cost of posting the website online shall include the following as a minimum:
- a) .org Domain Name
 - b) Private Registration
 - c) Business Registration
 - d) Certified Domain