



Dartmouth Whalers Minor Hockey Association

www.whalers.org

October 19, 2021

ATTENTION COACHES AND MANAGERS DARTMOUTH WHALERS MINOR HOCKEY ASSOCIATION

Re: Corporate Partnership Obligations

Dear Whalers Coaches and Managers,

Thank you for volunteering to serve as a coach / manager for the 2021-22 hockey season. As you begin to plan for a successful season, the Dartmouth Whalers' Board wants to ensure that you and everyone connected with your team are aware of your team's obligations to support the businesses that support the Dartmouth Whalers Minor Hockey Association.

The Dartmouth Whalers Board is pleased to report that it has been successful in securing / renewing corporate funding for the 2021-22 season from Staples, Pro Hockey Life, Dominos Pizza and Sobeys. This funding will help the Whalers to defray costs and provide additional incentives for players throughout the season. The companies providing this much needed funding have decided to invest in our players. If we want our relationship with these companies to continue and grow, it is important for all members of the Whalers' organization to think of these companies as our partners. In the spirit of true partnership, it is important for all members of the Dartmouth Whalers to support the companies that support our players.

For your information, a list of the Dartmouth Whalers corporate partners, along with details of their sponsorship, has been included below. This is not a complete list as the Whalers Board continues to work with companies to renew existing sponsorships. For each of the corporate partners listed below, the Whalers Board has stated its expectation for how Dartmouth Whalers teams need to support these companies - when purchasing the products needed for the hockey season. In addition to the obligation for Whalers' team support, the Whalers' Board is hopeful that Whalers' parents/guardians will also consider supporting these companies that support our players:

Staples Canada Corporate Sponsorship for Dartmouth Whalers:

Staples Canada has generously donated five thousand dollars to the Dartmouth Whalers, which will be used to help defer costs for our members. In addition to the corporate sponsorship, Staples Canada has generously committed to provide Dartmouth Whalers members with a twenty percent discount on any purchase of in-store products from the **Staples Print & Marketing Solutions Shop**. All Whalers' members have access to a discount number / scan code (**see attached**) which is to be used at the checkout or for online purchases (of the in-store product). At the end of the season, ten percent of all purchases made with this discount number will go back to the Whalers' association in the form of coupons. These coupons will then be redirected for use in team fundraisers as well as in assisting teams / the Whalers Board in defraying the costs of purchasing items throughout the current and subsequent seasons.



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Expectation for all members of the Dartmouth Whalers: All Dartmouth Whalers teams are expected to purchase any team banners, team water bottles, team trophies, etc. and do any team printing / laminating through Staples. As you can see from the following link (**see attached**) Staples is offering Whalers' members a discount on an extensive array of items that our teams / players / parents/ coaches use throughout the hockey season. In addition, Staples has offered to extend this discount to products that Whalers' members use in their everyday lives. For instance, as long as the discount number is used, Staples will provide the stated benefits to a Whalers' parent who wants to get a banner printed for a family birthday party, coffee mugs for their business, or water bottles and trophies for their co-ed softball league. Whalers' parents are encouraged to take advantage of this offer. If these purchases are made through our Staples partnership, the Whalers' parent will receive the discount and the Whalers Association will receive the ongoing benefits.

To recap:

For small scale paper printing needs, the Whalers expect our members to use the Staples Solution Shops, which are located in Dartmouth Staples stores. For all other items, Whalers' members need to go through:

Jodi Hubley
Staples Business Development Manager
Email: jodi.hubley@staples.ca
Phone: 902-877-1322

Jodi, along with the team at the Staples Solution Shops offer great service and competitive pricing on the items frequently purchased by Whalers' teams.

The Staples logo will be featured on all Dartmouth Whalers' communication and it must be displayed on all team banners.

Pro Hockey Life Corporate Sponsorship for Dartmouth Whalers:

Pro Hockey Life has once again shown its generosity by donating \$3,500 dollars to the Dartmouth Whalers which will be used to help defer costs for our members. In addition to the corporate sponsorship, Pro Hockey Life continues to provide players with \$5,300 in gift cards. Use of these gift cards provides an extra 5% rebate (up to \$2,500) on association purchases. This further rebate is provided to the Whalers in the form of additional gift cards. These additional gift cards are redirected for use in team fundraisers as well as in assisting teams / the Whalers Board in defraying the costs of purchasing items throughout the current and subsequent seasons.

The partnership also provides each Whalers' player with cards for five free skate sharpenings and three opportunities during the season to receive a 20 percent discount off the regular price for eligible merchandise.



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Expectation for all members of the Dartmouth Whalers: All Dartmouth Whalers teams are expected to purchase any apparel with the Dartmouth Whalers name and/or logo at Pro Hockey Life. Dartmouth Whalers members are strongly encouraged to make use of the coupons provided and shop for their hockey related needs at Pro Hockey Life.

The Pro Hockey Life logo will be featured on all Dartmouth Whalers' communication as well as all team banners.

Dominos Pizza Sponsorship for Dartmouth Whalers:

For the 2021-22 season, Dominos has donated player of the game coupons, totalling over \$15,500 in value. Each coupon can be reimbursed at any Dominos Pizza restaurant in the Maritimes for a 10-inch, 1 topping pizza.

The coupons will be provided to each team's head coach or manager to distribute to the players. The coaches / managers can use their discretion in how they distribute the coupons (e.g.: award a coupon after each game to one player / multiple players or distribute all the coupons to the players at one point during the season). Coaches / Managers are encouraged to make best efforts to distribute the coupons fairly.

Expectation for all members of the Dartmouth Whalers: All Dartmouth Whalers members are strongly encouraged to consider purchasing other Dominos' food products when they arrive at the Dominos Restaurant to receive their free pizza. Dartmouth Whalers members are also strongly encouraged to order from Dominos Pizza for team functions. Given that there are two Dominos Pizza Restaurants in Dartmouth, it would be greatly appreciated if Whalers' members could make efforts to support these locations.

The Dominos logo will be featured on all Dartmouth Whalers' communication as well as on all team banners.

Sobeys Stores Sponsorship for Dartmouth Whalers:

Sobeys has generously donated \$2,000 to the Whalers for the 2021-22 season. The Whalers' Board is currently in discussions with Sobeys on a longer-term partnership that could provide additional funding to assist the Whalers' organization with the costs of playing hockey.

Expectation for all members of the Dartmouth Whalers: All Dartmouth Whalers teams are expected to purchase their game related food needs from Sobeys (e.g.: if teams purchase oranges, etc. for players to eat before / after games). Dartmouth Whalers members are strongly encouraged to consider shopping at Sobeys for their personal grocery needs.

The Sobeys logo will be featured on all Dartmouth Whalers' communication.



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I trust that all Dartmouth Whalers' members understand the need to support the companies that support our players. To reiterate, we have entered into partnerships. Our corporate partners are supporting our players. If we wish for this support to continue beyond the 2021-22 season, we all need to ensure that we hold up our end of these partnerships. Dartmouth Whalers teams must support these companies when purchasing relevant items for the hockey season. In addition, all Dartmouth Whalers' members (parents, grandparents, etc.) are strongly encouraged to support these companies that support our players.

I thank you for your understanding and support as the Dartmouth Whalers moves forward with partnerships.

Sincerely,

A handwritten signature in black ink, appearing to read 'Phil Power'.

Phil Power, President
Board of Directors
Dartmouth Whalers Minor Hockey Association