



PROUD SPONSOR OF MINOR HOCKEY ACROSS CANADA

## **DODGE CARAVAN KIDS TEAM SPONSORSHIP PROGRAM**

### **IMPORTANT INFORMATION PACKAGE 2016-2017 HOCKEY SEASON**

#### **11 YEARS OF DODGE CARAVAN KIDS!**

Thank you for joining us once again as Dodge Caravan Kids launches its 11<sup>th</sup> season supporting minor hockey in Canada! The first ten seasons were a success because of you, and we can't wait to create another season together filled with great hockey memories! To-date Dodge Caravan Kids has provided over \$7 million in funding to over 14,000 teams, helping over 210,000 kids across Canada enjoy the game of hockey. Game on!

#### **WHAT'S NEW THIS YEAR!**

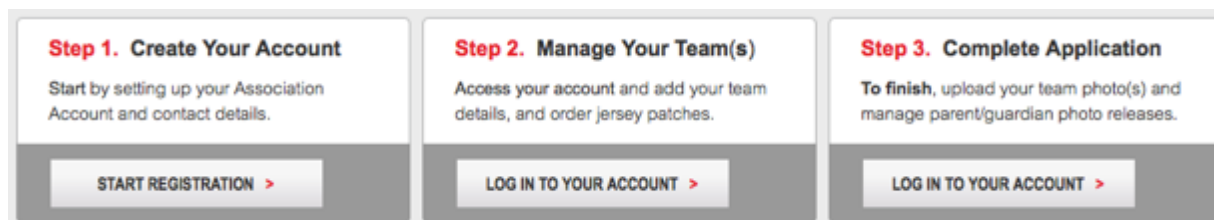
- **NEW!** We are rolling out a **NEW ACCOUNT LOGIN** system. Everyone will create an account with login capabilities where you will be able to access a master dashboard and monitor the application status of your team(s) in real time.
- **NEW!** Registrants will be able to register **MULTIPLE TEAMS** through their account.
- **NEW!** A **WAITLIST** is being introduced. Team sponsorships available in your region are set at the Member Partner level and are available on a **FIRST COME FIRST SERVED** basis. If all the sponsorship opportunities in your region are full when you apply to register a team, your application will automatically be placed in a waitlist queue. You will be notified via email if a spot has become available for your team.
- You will have **30 days OR until December 1, 2016** (whichever comes first) to complete your application(s). After 30 days or December 1, 2016, your application will expire.
- **NEW!** Validation of teams will occur on a monthly basis with team welcome kits and sponsorship cheques to be distributed on an on-going basis.
- **NEW!** Team Photo Release Forms will be handled digitally. Through the registration process, the forms will be emailed to parents/guardians to complete online. Detailed information can be found in section 2.2 – Manage your Team(s)
- **NEW!** Enter our new 'Breakaway Giveaway' Contest. You could win \$5,000 for your local Minor Hockey Association and a 2017 Chrysler Pacifica for your family.

#### **ENHANCED ONLINE REGISTRATION PROCESS - EFFECTIVE FOR THE 2016-2017 SEASON**

#### **HOW TO REGISTER?**

The **NEW** Dodge Caravan Kids Registration Process is an online process. Please review the steps below and ensure you complete all steps **FULLY** in order to submit your registration. Registration will be accessible between **September 23, 2016 to December 1, 2016** at **DodgeCaravanKids.ca**.

## ENHANCED REGISTRATION PROCESS



### STEP 1: CREATE YOUR ACCOUNT

- Start the registration process at <http://www.dodgecaravankids.ca/en/sponsorship/>
- All users will need to create an account to start their registration process
  - This involves selecting your Member Partner and entering your Association details
- Once your account is created, you will be automatically logged in and receive a confirmation email
- When you leave and come back to your account to complete your registration, your **USERNAME** is the email address you entered when you setup your account
- If at any point you forget your password**, you can reset it by clicking “Forgot your password” on the login page. An email will be sent to you to reset your password.

**Step 1. Create Your Account**  
Start by setting up your Association Account and contact details.  
**START REGISTRATION >**

**Apply for Team Sponsorship – Online Registration**  
Create Your Account

Choose Your Member Partner  
-Select-

**Association Information** \*Required

\*Association Title or Role (Administrator, Coach, etc.)

\*First Name

\*Last Name

\*Home Phone

Mobile Phone

**Manage Your Application(s)**

Contact: John Doe    Member Partner: Alliance Ontario    Association: Burlington

**Your Team(s)**

Add the team(s) for which you want to apply for sponsorship. Each team must include player & parent/guardian information, and a team photo. Parent/guardians will be emailed a link to complete their child's individual team photo release form online.

Add a team to secure a sponsorship opportunity. Return at a later time to update team information.

**ADD A TEAM >**

## STEP 2: MANAGE YOUR TEAM(S)

- Log in to your account and click on “MANAGE THIS TEAM” on your dashboard.

### 2.1 – Add Your Team(s)

- To register your team(s), click “ADD A TEAM” on your dashboard. You will then see how many sponsorship opportunities are available in your Member Partner region, or if a waitlist has started.
- Next, enter team name and coach contact information and click “ADD THIS TEAM APPLICATION”
  - The coach will receive an email notification requesting the completion of a team photo release form.
  - Please enter your team’s full name (Ex. Sarnia Sabres Novice Grey)

### 2.2 – Complete Team Information

- Once you have added your team(s), on your dashboard click “MANAGE THIS TEAM” to enter your players’ information, order jersey patches and upload your team photo.
- In the team photo section, you must opt-in by clicking “YES” in order for your team photo to be considered for the Dodge Caravan Kids Photo Contest.
  - Winners can receive up to an additional \$500 in funding
  - Please refer to the Dodge Caravan Kids Photo Contest Rules and Regulations for photo guidelines.

- Enter the first and last name of each player along with the first and last name and email address of their parent/guardian. Then click “UPDATE PLAYER INFO”. Once saved the Photo Release Form will be automatically emailed to the parent/guardian.
  - Player information cannot be changed once updated. If edits are required, the player record must be deleted and re-added.
- Upon receipt of the parent/guardian Release Form, the system will be automatically updated (see next page for visuals).

### Manage Team

**MAPLE LEAFS**

**Players:** 19  
Completed: 19/19

**Team Photo Releases**  
Completed: 18/20

**Team Photo**  
Not Uploaded

**Application Status**  
Not Submitted

You must complete this application by October 28, 2016. You have 45 days.

<b>Head Coach</b>	<b>Email</b>	<b>Home Phone</b>	<b>Mobile Phone</b>	<b>Address</b>	<b>Coach Photo Release</b>
John Johnson	jojason@gmail.com	905-222-5505	416-666-1234	979 Royal Lane, Burlington, ON	Not Submitted

**Team Roster Status** – Indicates how many players you had identified on your team.

**Monitor Team** – Indicates number of completed Photo Release Form(s) received.

**JOHNNY SMITH**

**Player Information**  
Complete

**Player Photo Release**  
Parent/Guardian completed

VIEW DETAILS

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**LISA SIMPSON**

**Player Information**  
Incomplete

**Player Photo Release**  
Parent/Guardian still to complete

CANCEL CHANGES

**Player First Name**  
Lisa

**Player Last Name**  
Simpson

**Parent/Guardian First Name**  
Homer

**Parent/Guardian Last Name**  
Simpson

**Parent/Guardian Email Address**  


An email will be sent to the parent/guardian with a link to complete the photo release

✕ Remove This Player

UPDATE PLAYER INFO >

ADD A PLAYER >

**Monitor Player** – Indicates Photo Release Form Status.

**Email** – Email address to which photo release form will be sent.

**Delete** – Ability to remove a player from your roster.

**Add A Player** – Continue to add players to complete roster

### STEP 3: COMPLETE REGISTRATION

- Each team has **30 DAYS OR UNTIL DECEMBER 1, 2016**, whichever comes first, to complete the registration process. You can keep track of these deadlines in your dashboard.
- In order to submit your team application, photo release form for the coach and all players must be received.
- **NEW!** Once your status reads “Ready to Submit”, click the **SUBMIT OR MANAGE THIS TEAM** button. Once directed to the “Manage Team” page, click the **SUBMIT APPLICATION FOR THIS TEAM** button.
- You will receive an email confirming your submission and you can no longer alter your team information.
- You will receive another email within 10 business days notifying you of your **APPROVED** or **REJECTED** team application. The same status update will be reflected in your dashboard.

**Your Team(s)**

Add the team(s) for which you want to apply for sponsorship. Each team must include player & parent/guardian information, and a team photo. Parent/guardians will be emailed a link to complete their child's individual team photo release form online.

Team Name	Players: 19 Completed: 19/19	Team Photo Releases Completed: 20/20	Team Photo Uploaded	Application Status Ready to Submit
<b>BRUINS NOVICE JUNIOR HOCKEY TEAM</b>				

This application appears ready to be submitted for review. You must submit this application by December 31, 2016. You have 41 days.

**SUBMIT OR MANAGE THIS TEAM >**

**Manage Team**

**SUBMIT APPLICATION FOR THIS TEAM >**

Team Name	Players: 19 Completed: 19/19	Team Photo Releases Completed: 20/20	Team Photo Uploaded	Application Status Ready to Submit
<b>MAPLE LEAFS</b>				

You must complete this application by October 28, 2016. You have 45 days.

Head Coach	Email	Home Phone	Mobile Phone	Address	Coach Photo Release
John Johnson	jojoson@gmail.com	905-222-5505	416-666-1234	979 Royal Lane, Burlington, ON	Submitted

- The dashboard is where you can quickly monitor the status of your teams. Your dashboard displays your teams based on the urgency of application completion (time remaining to submit):

## DASHBOARD EXAMPLES

<b>OILERS</b>	Players: 20 Completed: 20/20	Team Photo Releases Completed: 3/21	Team Photo Not Uploaded	Application Status Not Submitted
You must complete this application by December 29, 2016. You have 29 days.				
MANAGE THIS TEAM >				
<b>BRUINS NOVICE JUNIOR HOCKEY TEAM</b>	Players: 19 Completed: 19/19	Team Photo Releases Completed: 20/20	Team Photo Uploaded	Application Status Ready to Submit
This application appears ready to be submitted for review. You must submit this application by December 31, 2016. You have 30 days.				
SUBMIT OR MANAGE THIS TEAM >				
<b>AVALANCHE</b>	Players: 15 Completed: 15/15	Team Photo Releases Completed: 16/16	Team Photo Not Uploaded	Application Status Not Submitted
You must complete this application by December 31, 2016. You have 30 days.				
MANAGE THIS TEAM >				
<b>BRUINS</b>	Players: 18 Completed: 12/18	Team Photo Releases Completed: 0/19	Team Photo Uploaded	Application Status Not Submitted
You must complete this application by December 31, 2016. You have 30 days.				
MANAGE THIS TEAM >				
<b>MAPLE MOOSE</b>	Players: 15 Completed: 15/15	Team Photo Releases Completed: 16/16	Team Photo Uploaded	Application Status Submitted
This application has been submitted for review. You will be notified when the status is updated.				
VIEW THIS TEAM >				
<b>THUNDERCATS</b>	Players: 20 Completed: 16/20	Team Photo Releases Completed: 0/21	Team Photo Not Uploaded	Application Status Waiting List
Unfortunately there were no more sponsorship opportunities available when you added this team. This application has been added to the waiting list, and you will be notified if a sponsorship opportunity becomes available.				
MANAGE THIS TEAM >				
<b>COYOTES</b>	Players: 19 Completed: 19/19	Team Photo Releases Completed: 20/20	Team Photo Uploaded	Application Status Approved
Congratulations! This team has been approved for Sponsorship! Details have been sent to you by email.				
VIEW THIS TEAM >				
<b>PENGUINS</b>	Players: 19 Completed: 19/19	Team Photo Releases Completed: 20/20	Team Photo Uploaded	Application Status Rejected
Unfortunately, this application did not meet the requirements and was disqualified from consideration.				
VIEW THIS TEAM >				
<b>MAPLE LEAFS</b>	Players: 19 Completed: 19/19	Team Photo Releases Completed: 20/20	Team Photo Not Uploaded	Application Status Expired
Unfortunately, this application was not completed on time and has expired.				
VIEW THIS TEAM >				

**In Progress** – Remaining time to submit is shown

**Ready to Submit** – Team is ready for submission

**Submitted** – Application is under review

**Waitlist** – Application pending. You will be notified if a spot becomes available

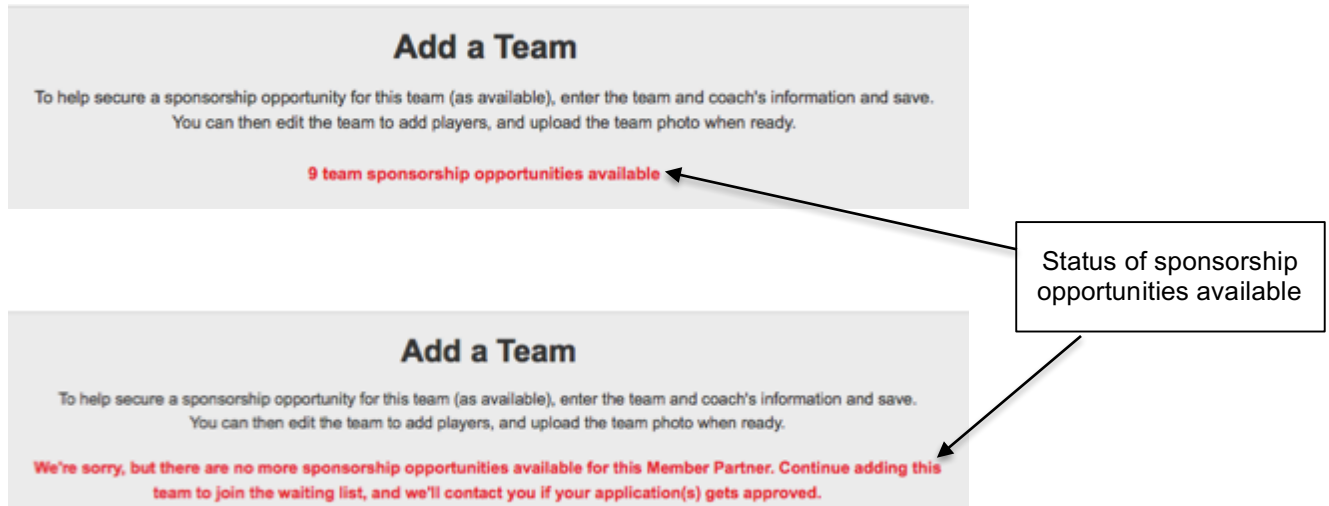
**Approved** – Application approved for sponsorship

**Rejected** – You will be notified via email outlining why your application was rejected

**Expired** – The time to complete your application has lapsed.

### NEW! WAITLIST

- When you click on “ADD THIS TEAM APPLICATION” and there are no more sponsorship spots available in your region, your team will automatically add to a waitlist organized by date and time submitted.
- While on the waitlist you are **NOT** subject to any deadlines.
- If your team is removed from the waitlist, you will receive an email notifying you of the change in your team’s status. The email will also inform you of how many days you have to complete the team’s registration process (see STEP 3 above).



### NEW! FAQ SECTION

- We have included a **FAQ** (Frequently Asked Questions) section that can be found at [www.DodgeCaravanKids.ca/faq](http://www.DodgeCaravanKids.ca/faq)
- Topics include:
  - Who is eligible for a team sponsorship?
  - What happens when my registration application has expired?
  - I forgot my password, how do I reset?
  - When will we be receiving our sponsorship cheque(s)?



## ABOUT DODGE CARAVAN KIDS

The Dodge Caravan Kids Program is a joint effort between participating minor hockey associations and Chrysler, Dodge, Jeep, Ram retailers that provides \$500 in funding and access to exclusive hockey benefits to novice-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 FCA Canada's key community efforts.

## WHO IS ELIGIBLE?

- **Canadian Novice hockey teams** (NOTE: Atom Division teams are **ONLY** eligible in Atlantic Canada) and associations located **within 150 kilometres of a Chrysler, Jeep, Dodge, Ram retailer**. Visit [www.dodge.ca](http://www.dodge.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 enrolled in the Dodge Caravan Kids Program will receive:

- \$500 in funding.
- The opportunity to enter the Dodge Caravan Kids Photo Contest to win up to \$500 in additional funding.
- Team kits including an exclusive Dodge Caravan Kids gift for all players and an important information booklet for all parents/guardians.
- The opportunity to enter our Breakaway Giveaway contest for a chance to win \$5,000 for your local Minor Hockey Association and a 2017 Chrysler Pacifica for your family.

## TEAM SPONSORSHIP BRANDING REQUIREMENTS

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

- Team jerseys can be any colour but **MUST** feature the **Dodge Caravan Kids sponsor patch or screened logo**. Dodge Caravan Kids patch must be affixed directly on player jerseys as follows:
  - Large Patch – Back of Jersey **OR**
  - Small or Large Patch – Front of Jersey

**\*\* NOTE:** The old logo ("Proud Sponsor of Amateur Hockey Across Canada") is being phased out over the next two seasons. At the beginning of the 2018-2019 season, all teams will be required to have the new logo attached to their jerseys ("Proud Sponsor of Minor Hockey Across Canada").

Patches are available through: <http://shop.omha.net/collections/dodge-caravan-kids-jersey-patches>

Artwork files are available by contacting: [daniel.clement@omha.net](mailto:daniel.clement@omha.net)



### Changes:

- 'Minor' from 'Amateur'
- Larger Dodge logo
- Deeper red pantone colour



***Examples of acceptable patch locations.***

**LARGE PATCH - FRONT OR BACK OF JERSEY**



**SMALL PATCH - FRONT OF JERSEY**



***Examples of acceptable team pictures for the Dodge Caravan Kids program.***

