



# FUNDRAISING AND SPONSORSHIP

NextGen is a completely Self-Funded program, in order to bring athlete fees down as well as reduce cost for training tours, international competition and events a significant sponsorship and fundraising program is needed.

All athletes involved in the NextGen program can participate and support both fundraising and sponsorship programs. Participants are encouraged to reach out to the FHC Sponsorship and Fundraising leads for more information, or with any leads regarding sponsorship or fundraising.

Every effort will be made to find financial support for National Teams, and NTC Training Centres to reduce the overall cost of the program.

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## SPONSORSHIP

As a National Sports Organization (NSO), there is vast opportunity to attract and identify potential business sponsorships. There are a variety of categories available for support which are segmented under the following three umbrellas:

- (1) Premier National Partners, or PNPs, will be strictly held by Field Hockey Canada and benefits will trickle down across all areas of the organization, including national programs. These partners are first prioritized and given entitlement opportunities.
- (2) National Program Partners, or NPPs, will be given priority to national teams, either senior or junior (NextGen), and will be the lead sponsors during any team-specific events, such as the Olympics, Pan American Games or FIH World Cups.
- (3) Event Suppliers will be event-specific, for instance, in the case of National Championships or Olympic Qualifiers on home soil. These partners will be sought on a case-by-case basis unless otherwise expressed.

The following page shows a chart of potential sponsorship categories.

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## SPONSORSHIP CATEGORIES

<b>(1) FHC PNP Exclusive Categories</b>	<b>(2) NP Exclusive Categories</b>	<b>(3) Non-Exclusive Categories*</b>
<ul style="list-style-type: none"> <li>• Air Travel</li> <li>• Apparel</li> <li>• Alcoholic Beverages</li> <li>• Automotive</li> <li>• Financial</li> <li>• Professional Services</li> <li>• Telecommunications</li> <li>• Grocery</li> <li>• Gas</li> <li>• Education</li> <li>• Media</li> <li>• Hotel/Lodging</li> </ul>	<ul style="list-style-type: none"> <li>• Apparel</li> <li>• Alcoholic Beverages</li> <li>• Sport Retail</li> <li>• Gaming</li> <li>• Insurance</li> <li>• Restaurant</li> <li>• Retail Technology</li> </ul>	<ul style="list-style-type: none"> <li>• Non-Alcoholic Beverages</li> <li>• Fitness</li> <li>• Food Services</li> <li>• Transportation</li> <li>• Healthcare/Physio Services</li> <li>• Retail (Non-sport)</li> <li>• Convenience Stores</li> <li>• Delivery Services</li> <li>• Education</li> <li>• Storage Services</li> <li>• Music/Streaming Services</li> <li>• Commercial</li> <li>• Tour agencies</li> <li>• Nutrition</li> </ul>

\*This list is subject to change based on Field Hockey Canada’s existing and/or upcoming partnerships. Please reach out if you are unsure if a potential sponsor is the right fit.

The Women’s NextGen Program is actively looking for sponsors and we welcome all potential leads!



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## PROGRAM DONATIONS

Donations can be accepted through the FHC donations Portal on Canada Helps and can be put specifically toward the WNG program. These general donations help to bring down the cost of program related fees and can be used for things such as practitioners for performance support such as nutrition, mental performance, leadership development, can aid in the cost of technology for video analysis, or can support competition fees associated with travel, tours and training camps.

General Program Donations can be made <https://fieldhockey.ca/backthepups/>

## ADOPT AN ATHLETE

Athletes that are named to a National Team Program will have access to an Adopt an Athlete Fundraising platform to assist them in fundraising within their personal networks in advance of National Team Projects.

This can significantly help offset the individual athlete levies and fees associated with international tours and competition.

Funds gathered by individual athletes can be applied to training prior to events, or competition levies for athletes selected to National Teams. These funds are not transferrable, and cannot be exchanged for cash value. Any funds left in this account when an athlete ages out of a program, or is de-selected from the NextGen program will be applied back to the General Program Donations.

Adopt and Athlete accounts will be activated upon selection to a National Team Program.

## FUNDRAISING EVENTS

In order to bring the costs of the program down, the NextGen program, and/or each regional hub may host various fundraising events or campaigns throughout the year to raise money for domestic tournament fees, travel, accommodations, equipment, or event fees.

The Program staff welcomes volunteers, parents, athletes and community members to assist us with these important activities.

# ATHLETE SUBSIDY PROGRAM

Field Hockey Canada recognizes that the cost of NextGen Program may be limiting for some individuals with family financial hardship. Financial hardship is defined as when a person has difficulty paying for basic living costs such as food, clothing, housing, and does not have savings or other financial resources available to support high performance sport activities.

The Athlete Subsidy Program will be funded through contributions and program donations. As this program grows, FHC will be able to support more athletes through the subsidy program.

The Women's NextGen Program is working toward the ability to provide athlete subsidy assistance to athletes that may find the cost prohibitive. More information on this program will be shared as the funding, eligibility and application process is confirmed by FHC.

