







The Dodge Caravan Kids Program, a joint effort between participating amateur hockey associations and Chrysler, Jeep, Dodge, Fiat and Ram retailers has seen continued growth over the last six years as one of Chrysler Canada's major community efforts. Local Chrysler, Jeep, Dodge and Ram dealers across the country are funding Atom house league teams, thereby contributing to the development of amateur hockey players at the grassroots level and providing unforgettable experiences for those involved.

To accept this sponsorship it is very important that your Association and designated Atom teams read and understand the following agreement.

QUICK REFERENCE:

-  **Who is eligible?**
 - Atom "A" teams - Hockey PEI
-  **What is the team name?**
 - Dodge Caravan Kids
-  **What if my team already has a sponsor, do we still qualify?**
 - YES, provided it is a not a direct competitor sponsor to the Chrysler Canada.
-  **What do I need to provide to receive our sponsorship funds?**
 - Association Contact Information (ie. Sponsorship Director or President)
 - Team Contact Information (ie. Coach, Team Manager)
 - Team Photo* (ie. Go to your local dealership with a digital camera and take the photo)
 - Distribute the non-consent document to each parent/guardian on your team
 - Local Hockey Association Invoice
-  **What is the cut-off date to register for this program?**
 - November 30th, 2011
-  **When do I have to provide this?**
 - December 1st, 2011

*See TEAM PHOTOGRAPH section below for details.

NUMBER OF TEAMS & ELIGIBILITY

Associations may use this sponsorship for all your Atom "A" hockey teams. It is not limited to just one team per Association. Local Associations within a 100 kilometre radius of a Chrysler, Jeep, Dodge and Ram retailer are eligible for this sponsorship. Contact your local Branch or visit www.chrysler.ca to find your local retailer.

TEAM NAME / IDENTITY / JERSEYS:

Your team is to be identified in league schedules, standings and promotional information as sponsored as **Dodge Caravan Kids**. The team cannot be combined with another competitor sponsor. Team jerseys can be any colour but must feature the **Dodge Caravan Kids** sponsor bar on the back of the jersey, preferably on the shoulders and alternatively on the bottom of the back of the jersey.

NAME BARS / ARTWORK:

Name bars are provided by Hockey PEI. If you require proper artwork digital files for your jersey supplier, please contact us and we would be pleased to forward you the files. The following digital file formats are available: .tif, .jpg, .eps, .pdf. Name bars should be in the following choice of colours: red, black or white. For example, a black jersey would have a white name bar. Example 2: Orange jersey would have a black or white name bar. Example 3: White jersey would be a red name bar. If you have any questions, please contact Hockey PEI.

ASSOCIATION and TEAM CONTACTS:

Any Association interested in this sponsorship must fill out the attached form for each team that you wish to have sponsored. This form must be submitted to the Hockey PEI Branch Office by **December 1st**. Once a team has been selected, all participating teams will declare the Team contact information for any of the following: Coaching Staff, Team Official or Team Manager. Please complete the contact information form included with this package. **The Team contact information must be returned by December 1st**.

Throughout the year, Chrysler Canada and/or its Chrysler, Dodge, Jeep retailers may run various promotions and contests. The team contact information will be used to contact teams to promote these special offers.

TEAM PHOTOGRAPHS:

Team photographs should be digital photographs. In an effort to save your association money, sponsor plaques are appreciated but not necessary. Be creative with your photo and have FUN to represent the Dodge Caravan Kids! Photographs can be used for Branch promotions and marketing materials including the Photo Gallery located at www.dodgecaravankids.ca. Photos must be submitted to Hockey PEI.

Parents/Guardians must carefully read the attached Non-Consent Form attached with this document. If a child on your sponsored team cannot be photographed for specific reasons, parents must inform us in writing of their wishes at info@dodgecaravankids.ca. Please note that team contacts are still responsible to send us a team photo in order to qualify for the Dodge Caravan Kids sponsorship.

TEAM PHOTOGRAPH CONTEST

Here is what to do:

Take a digital team photo with the players holding a sign **they made** saying “Thank you Dodge Caravan Kids” or something comparable, showing the jersey name bars in place.

Email the photo to Hockey PEI (info@hockeypei.com) (jpeg format only), with the following information in the body of the email:

- Name of local association (ie. Montague MHA)
- Name of team (ie. Dodge Caravan Kids Atom “A” Norsemen)

Tips for being selected as a photo prize winner:

- Have the photo taken at the Dealership
- Include the Dealership owner/staff in your photo
- Work a Dodge Grand Caravan into the photo
- Work a Chrysler, Jeep, Dodge and Ram vehicle into the photo if a Grand Caravan is not available
- Have the kids make funny faces or wear wigs
- Make a great “Thank you Dodge Caravan Kids” sign.

PHOTOGRAPH CONTEST SELECTION CRITERIA:

Each Branch/Member Partner will provide the top five photographs to the Selection Committee from all submissions. The Selection Committee will review all photographs and judge them accordingly in order to determine the cash prizes.



2010-2011 Photo Contest Finalist
Medicine Hat Oilers

- 1st place prize = \$500
- 2nd place prize = \$400
- 3rd place prize = \$300
- 4th place prize = \$200
- 5th place prize = \$100

DETERMINING A WINNER:

The Selection Committee will determine a winner by February 1st, 2012. Prize winners will be contacted by a Member of the Selection Committee and/or a Branch/Association representative no later than March 1st, 2012.

TEAM STORIES:

We strongly encourage teams to send their stories about what they achieved during the season such as tournaments, regular season records or fond memories of friendships. These stories can be used for Branch/Association and Chrysler Canada publications and marketing materials. Log on to www.dodgecaravankids.ca to submit your team story!

WIN GREAT PRIZES!

Amateur hockey parents acrosss Canada have a chance to win a Dodge Grand Caravan and other great prizes through the Dodge Caravan Kids program. This contest is open to any amateur hockey participant over the age of eighteen. Complete contest details will be available at www.dodgecaravankids.ca or by contacting your local association this Fall.

YOUR INPUT IS IMPORTANT TO US

If you have further questions about the program or have ideas to help us grow, don't hesitate to reach out to our Program Headquarters by email to info@dodgecaravankids.ca or by phone at (905) 780-2174.



2011 Winner Cheque and Van Presentation
Alain Poirier (Vision Chrysler), Jean Michel Ouellet (President Baie Comeau MHA), Jeannette Durepos (winner), Jacques Berube (Vision Chrysler), Anick Massé, Quebec Business Centre (Chrysler); Ginette Mercier (Regional Representative Northern Hockey Coast), Sylvain Lalonde (directeur général de Hockey Québec).

TEAM CONTACT INFORMATION

ALL FIELDS ARE REQUIRED TO BE COMPLETED. PLEASE SUBMIT COMPLETED FORM TO HOCKEY PEI BY FAX AT 368-4337 OR BY EMAIL AT info@hockeypei.com

1) Association Contact Information

Association:			
Association Contact:		Position:	
Phone:		E-mail:	

2) Team Contact Information

Team # 1	Team Name:		Gender: M/F	
Contact:		Phone:		
Email:				
Team # 2	Team Name:		Gender: M/F	
Contact:		Phone:		
Email:				
Team # 3	Team Name:		Gender: M/F	
Contact:		Phone:		
Email:				
Team # 4	Team Name:		Gender: M/F	
Contact:		Phone:		
Email:				
Team # 5	Team Name:		Gender: M/F	
Contact:		Phone:		
Email:				

Please check the following boxes:

- I agree to distribute the non-consent document on page four of this package to each parent/guardian on participating teams.

- I agree to the following conditions outlined in this document of this Dodge Caravan Kids team sponsorship for the 2010-2011 hockey season. Please sign below:

Association Contact Signature	Print Name	Date
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To: Dodge Caravan Kids Participating Parents/Guardians

Re: Negative-Consent Use of Image

Dear Hockey Parent,

Congratulations and welcome to the Dodge Caravan Kids Team.

This program is our way of helping young boys and girls to enjoy the great game of hockey as Chrysler, Jeep, Dodge and Ram retailers team up with amateur hockey associations like yours to sponsor Atom House League teams across the country. Why? Because we believe Canada's favourite sport has a lot to offer. In addition to the physical fitness and health benefits, players will learn valuable life skills including leadership, dedication, teamwork, respect, sportsmanship and most importantly how to have fun! It's also fitting that Canada's favourite minivan is making it easier for kids to enjoy Canada's favourite sport.

A SPECIAL TEAM

As a member of a Dodge Caravan Kids hockey team, your child will benefit from incremental funds provided to your hockey association by Chrysler Canada and its retailers. You should also know that throughout the year, individual or team photos may be posted on the Dodge Caravan Kids hockey web site (www.dodgecaravankids.ca) or featured in other marketing materials in support of this growing program. Once the season ends, the photos will be archived on the Dodge Caravan Kids website.

If a child on your sponsored team cannot be photographed for specific reasons, parents must inform us in writing of their wishes by contacting Dodge Caravan Kids Program Headquarters by November 30, 2011.

Dodge Caravan Kids Program
25 Brodie Drive, Unit 3
Richmond Hill, ON
L4B 3K7
Fax: 905-780-0344
Email: info@dodgecaravankids.ca

If you subsequently wish to withdraw your consent, please contact the Dodge Caravan Kids Program Headquarters.

Sincerely,
Dodge Caravan Kids Team