

## **Wisconsin Twisters**

### **2021 New Sponsorship Program**

Any new sponsorships that are acquired after this program launch would fall under the below program guidelines. The Wisconsin Twister Board reserves the right to modify these guidelines at any time and will also oversee this program. The board is the final decision maker in any instances where further clarification is needed. The purpose for this new program is to grow our organizations sponsors and reward those teams that are putting in the extra effort and time to find these new partners. Having a program like this will allow our organization to start saving money to allow us to purchase larger capital equipment items. Ideas that have been discussed in the past have included our own facility, reworking the diamond at Raymond Town Hall, and having a shed where we could store our own equipment to groom our softball fields.

- Any current sponsors that our organization has will continue to be called on and maintained by a Twister Board member who is currently in charge of sponsorships (Janet Mulligan). These accounts are off limits for families to call on.
- Any new sponsor that is brought in by a family will now be under the control of the team that the family designates it to. The Twisters will get 50% of the sponsorship and the team that is designated control of the new sponsor will receive 50% into their team account.
- All accounts and finances for sponsorships will still be handled through the Treasurer (Rosie Ollie) of the Wisconsin Twisters Board with help from other appointed members of the Wisconsin Twister Board (Jim Peltier & Janet Mulligan) to help maintain the sponsorship database.
- Teams will accumulate money from sponsors that they bring in over time. The money accumulated over the years will not expire until the team ages out of the program. At this time, any remaining money will be turned over to the Wisconsin Twister Organization and will be used in the same manner that they use money that they accumulate with their share of the 50% of sponsorships.

- A list of current sponsors will be published on our website for visibility.
- If a team wants to spend some of their money a request needs to be made to the Twister Board (use official document) who will need to approve the request.
- Items where money can be spent include the following with the noted limits.
  - Added tournaments - registration fee paid by Treasurer (No Limit)
  - Items incorporated with a tournament (Pins, Baskets ect) (No Limit) but receipts required.
  - End of the year party (Limit \$250) receipts required.
  - Umpires for added scrimmage games.
  - Team bonding event (Limit \$250) receipts required.
  - Spirit Wear through Twisters (Limit \$400)
  - Team give back community programs (Limit TBD)
  - Team baskets for our tournaments (Limit \$200)
  - Additional equipment above standard (owned by Wisconsin Twisters)
  - Other items to be submitted to the board for review and approval.
- Money cannot be gifted from one team to another team.
- Once a team has a sponsor, they own the rights to that contact person at that business for sixteen months. This allows a four-month window to get that same sponsor renewed the following year.
- It is possible for two teams to have the same sponsor but with different contacts (usually seen more often in larger companies). It is even possible that a company may wish to split their sponsorship amongst two or more teams. In this case the Twister Organization receives 50% and the other teams split the remaining amount evenly.
- If the sixteen-month window expires for that sponsor another team would be allowed to contact that person / business and ask for a sponsorship.
- When receiving the sponsorship check it should be requested that the check indicates in the memo line "Team that sponsorship is going towards".

- Sponsorship can also be done through item donations for Twister raffles or silent auctions. If an item is donated and is used as a silent auction item (generally larger priced items) then the team that brought in that item would be eligible for 25% of what the final auction price sold for. Any basket raffle items would not apply to this program.
- Decisions regarding if donated items will be used as a basket raffle or silent auction items will be determined by the Wisconsin Twister Board.
- This program deals with sponsorships only. Any fundraising ideas need to be run through the Twister Board for approval. This program should not be confused or thought about as fundraising ideas for individual teams!

This program is always subject to change, modifications or even termination at any time. If the program is terminated at any point any remaining team balances will be distributed back into the Wisconsin Twisters Organization. Money accumulated over time by each team remains the property of the Wisconsin Twisters who will have full ownership and full authority to be able to distribute how they see fit. Teams that collect the money do not have any ownership of these funds. These rules are needed to protect the organization and the integrity of the program.

Individuals in charge of overseeing this program:

Jim Peltier

Janet Mulligan

Laura Talavera

Rosie Ollie