October 25, 2022

**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 2022-23 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 2022-23 season from Staples, Pro Hockey Life, Dominos Pizza, Sobeys and Millstone Public House. This funding will help the Whalers to defray costs and provide additional incentives for players, coaches and volunteers throughout the season. The companies providing this much needed funding have decided to invest in our association. 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, coaches and volunteers.

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 card 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.

Staples Holiday Promotional Offers: Staples is also providing a separate, Holiday Hockey Promotional Offer for Whalers members on four popular gift items. See [Staples link](https://www.viewpresentation.com/26305709083) for details. **Until November 21, 2022, Whalers members will be able to order the following Whalers hockey items at discounted prices:**

* Buffalo Plaid Fleece Blanket with Whalers logo: $24.60 each with minimum purchase of 30 from the Whalers association
* Valhalla Copper Vacuum Insulated Camp Mug (14 Oz) with Whalers logo: $24.00 each with minimum purchase of 24 from the Whalers association
* 750 ml (25 Fl. Oz) Aluminum Water Bottle With Carabiner with Whalers logo: $10.30 each with minimum purchase of 40 from the Whalers association
* 17.5 inch Mini Sticks – Single Side Printed Full Cover with Whalers logo for $4.50 each with minimum purchase of 50 from the Whalers association

Note: These items are already discounted thus, they are not subject to additional discounts through use of the Whalers discount cards. The discounted pricing of these four items is contingent on the Whalers meeting minimum orders. To assist with these sales, the Whalers will set up a sign-up sheet on its website for those interested in purchasing any of these items. If the Whalers receive enough interest (to meet the threshold to receive the discounted price), each interested person will be contacted and payment will be made to the Whalers, in advance of the order being placed. These items must be ordered in-store thus, the Whalers will then place / pay for the order on behalf of our interested Whalers members. Once the ordered product arrives, the Whalers will bring the product to the RBC Centre for distribution.

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. Separate from the Holiday Hockey Promotional Offer; Whalers members will be able to see from the attached document and the links on the Whalers website that Staples is also offering Whalers’ members competitive pricing and season ending rebates on an extensive array of items that our teams / players / parents/ coaches use in their daily 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. 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. Please remember, these discounted offers are in addition to the specific *Staples Holiday Hockey Items Promotional Offer*, noted above. Whalers’ parents are encouraged to take advantage of all of these offers.

*To recap:*

1. To purchase product in the *Staples Holiday Hockey Promotional Offer*, sign up on the Whalers website.
2. For small scale paper printing needs, the Whalers expect our members to use the Staples Solution Shops, which are located in Dartmouth Staples stores.
3. For all other items (eg: printing team banners, trophies, etc.), Whalers’ members need to go through:

Shaun Eary

Staples Business Account Manager for the Dartmouth Whalers

Email: [shaun.eary@staples.ca](mailto:shaun.eary@staples.ca)

Phone: 902-664-4165

Shaun, 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 as well as all team banners and the Whalers Corporate Banner.

**Pro Hockey Life Corporate Sponsorship for Dartmouth Whalers:**

Pro Hockey Life has once again shown its generosity by donating $6,000 dollars to the Dartmouth Whalers which will be used to help defer costs for our members. This is significantly more than the annual amount from previous years. The increased cash allocation was made as a replacement for the annual gift card donations. The gift card offer has been discontinued.

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.

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 ([www.prohockeylife.com](http://www.prohockeylife.com)). Dartmouth Whalers members are strongly encouraged to make use of the skate sharpening and 20% discount cards 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 and the Whalers Corporate Banner.

**Dominos Pizza Sponsorship for Dartmouth Whalers:**

For the 2022-23 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. These coupons must only be used for players. Dominos asks that Whalers only redeem one coupon per player / per visit as it prevents undue strain on Dominos supply chain and regular daily operations.

eg: If you are part of a family with 2 Whalers players then you can redeem 2 coupons at once. However, Dominos asks that Whalers families NOT try to redeem 20 coupons at once. Dominos will not redeem more than five coupons at once even if a family enters the restaurant with more than five Whalers players.

In addition, Dominos has provided each team with a set of 25 large pizza coupons for only $9.99 (over 50% off the regular price). Dominos asks that these coupons be distributed among coaches, managers and parents.

The coupons will be provided to each team’s head coach or manager to distribute to the players, coaches, volunteers and parents/guardians. 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). However, the goal is to have players use the coupons throughout the season thus, please do not wait until the end of the season to give out the coupons. Coaches / Managers are encouraged to make best efforts to distribute the coupons fairly.

In addition, Dominos is providing a fundraising offer for interested teams. Dominos will provide a limited number of fundraising cards to interested teams on a first come, first served basis. The cards are sold for $10.00 each and provide the purchaser with a gift card that has 16 removable stickers. When redeemed, each sticker allows a customer to purchase one large Dominos pizza and receive a second large pizza free of charge. When a Whalers team sells a $10.00 fundraising card, they keep $9.00 and Dominos keeps $1.00. Any unsold cards can be returned to Dominos without penalty thus, there is no risk to the Whalers team.

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 player’s pizza / discounted 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.

If Whalers teams wish to take part in the Dominos fundraiser, they should contact Jim Cormier (Dartmouth Whalers Board) immediately at [opsdirector@whalers.org](mailto:opsdirector@whalers.org).

The Dominos logo will be featured on all Dartmouth Whalers’ communication as well as on all team banners and the Whalers Corporate Banner.

**Sobeys Stores Sponsorship for Dartmouth Whalers:**

Sobeys has generously donated $5,000 to the Whalers for the 2022-23 season. The support comes from a combined donation, put forth by the store managers from each of the Dartmouth Sobeys stores.

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 as well as on all team banners and the Whalers Corporate Banner.

**Millstone Public House:**

The Millstone Public House has generously donated $5,000 to the Whalers for the 2022-23 season. The support consists of $2,500 in cash and $2,500 in gift certificates. The gift certificates will be used to recognize the efforts of various Whalers volunteers.

Expectation for all members of the Dartmouth Whalers: All Dartmouth Whalers teams, parents / guardians are strongly encouraged to frequent any of the three Millstone Public House locations in HRM. The Millstone would be happy to host team meals, coaches meetings / socials, parent meetings / socials, family events, etc.

The Millstone Public House logo will be featured on all Dartmouth Whalers’ communication as well as on all team banners and the Whalers Corporate Banner.

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, coaches and volunteers. If we wish for this support to continue beyond the 2022-23 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 us.

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

Sincerely,

Phil Power, President

Board of Directors

Dartmouth Whalers Minor Hockey Association