



## Prep Camp Sponsorship Guidelines

The core idea is a **"value exchange"** where your team benefits from our **\*donation** (ex. 4 PWHL tickets, camp tuition or room and board, co-branded team hoodie) and Prep Camp benefits from the exposure and connection to your audience. *\*Eligible winner must not yet be registered for the prize.*

**Contact:**

Monika Hall, Camp Experience Coordinator

[team@prepcamp.com](mailto:team@prepcamp.com)

1.250.412.6644 x 701

### 1. Formal Agreement

**Specific Use:** Our **donation** must be used for a **fundraising purpose** (e.g., raffle, silent auction, door prize at a team event) and **not** simply for players' family/friend free admission.

**Acknowledge and Promote:** The benefiting team must publicly acknowledge West Coast Hockey Prep Camp as the donor.

### 2. Mutually Beneficial Opportunity (Enrollments & Social Media)

These are the specific actions we require in exchange for the donation.

Goal	Required Guideline/Action	Why and How
<p><b>1. Enrollment Kickback</b></p>	<p><b>"Exclusive Offer" Promotion:</b> Team to promote a unique code (e.g., <a href="#">IMPACT25</a>) for a small discount on a West Coast Hockey Prep Camp enrollment, or a special add-on/package.</p>	<p>This provides a <b>trackable metric</b>. Every time the code is used, we know the enrollment came directly from this partnership.</p>
<p><b>2. Social Media Followers/Engagement</b></p>	<p><b>Dedicated Posts &amp; Tags:</b> The team is required to create a minimum of 3 social media posts (e.g., 2 on Instagram, 1 on Facebook) leading up to the raffle/auction, tagging our camp's official accounts (<a href="#">@prepcamp</a>). If you do not have a social media presence, this can be replaced by 4 monthly messages on your communication platform (ex, Teamsnap)</p>	<p>This drives your followers directly to our pages, increasing our follower count and visibility. The posts should include: <b>1. Visuals</b> (e.g., picture of the tickets with our logo/camp graphic). <b>2. Clear call-to-action</b> ("Follow <a href="#">@prepcamp</a> for more opportunities!").</p>



<p><b>3. Brand Exposure</b></p>	<p><b>Logo Placement:</b> If your team prints physical materials for your event (posters, programs, raffle tickets), our camp's logo must be included as a "Contributing Partner" or "Prize Sponsor."</p>	<p>This reinforces our brand to your parents, players, and local community who attend the fundraising event.</p>
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**4. Direct Team Communications** application page This bypasses social media  
**Mention in Email/Teamsnap** (www.prepcamp.com/apply), in at algorithms and gets our pitch  
**Newsletter:** The team is required least one team email newsletter to directly into the inboxes of our  
to include a dedicated paragraph your families. If your team does target demographic (your  
about our camp, including a link not have a social media account, team/association).  
to our website we require a total of 4 direct  
([www.prepcamp.com](http://www.prepcamp.com)) and messages.

### 3. Execution and Follow-Up

**Draft Simple Donation Email/Agreement:** Monika will state our specific donation in exchange for the 4 guidelines above. (Enrollment code, 3 Social Posts, Referral Code, Email/Teamsnap communication).

**Assets:** We provide your team with easy-to-use digital assets:

- [Our camp logo \(high-res\)](#).
- Infographic for team communication
- Suggested social media hashtags: @prepcamp #wcprepcamp
- We will create a unique discount code for you.

**Monitoring:** We will keep track of the team's social media and emails (please forward to us) to ensure the conditions are being met.

**Analyze Results:** We will review how many times the referral code was used and check our social media analytics for any spikes in followers or engagement during the promotional period. This helps you refine the strategy for the next season.

**Sample Paragraph for your families:** "We're excited to partner with West Coast Hockey Prep Camp, an organization we highly value for its commitment to player and coach development. We encourage all our players and their families to support Prep Camp by exploring their programs. You can learn more about their offerings on their website at [www.prepcamp.com](http://www.prepcamp.com) and apply directly at [www.prepcamp.com/apply](http://www.prepcamp.com/apply). [Sign up for their email list here](#). Your support helps

strengthen this valuable partnership! **Please contact Camp Experience Coordinator Monika Hall directly with any questions ([team@prepcamp.com](mailto:team@prepcamp.com), 1.250.412.6644 Ext 1).**”

[www.prepcamp.com](http://www.prepcamp.com) [team@prepcamp.com](mailto:team@prepcamp.com) 1.250. 412.6644 Ext 701