



PROUD SPONSOR OF MINOR HOCKEY ACROSS CANADA

DODGE CARAVAN KIDS TEAM SPONSORSHIP PROGRAM IMPORTANT INFORMATION PACKAGE 2018-2019 HOCKEY SEASON

13 YEARS OF DODGE CARAVAN KIDS!

Thank you for joining us once again as Dodge Caravan Kids launches its 13th season supporting Minor League Hockey in Canada! The first twelve seasons were a success because of you, and we can't wait to create another season together filled with great hockey memories! To-date Dodge Caravan Kids has provided over \$9 million in funding to over 18,000 teams, helping over 270,000 kids across Canada to enjoy the game of hockey. Game on!

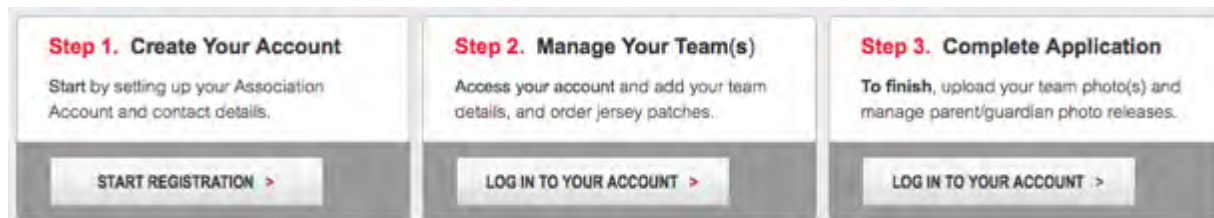
WHAT'S CONTINUING & WHAT'S CHANGING THIS YEAR:

- We are continuing with the **ACCOUNT LOGIN** system. Everyone will create an account with login capabilities where you will be able to access a master dashboard and monitor the application status of your team(s) in real time.
- Registrants will continue to be able to register **MULTIPLE TEAMS** through their account.
- We will continue with the **WAITLIST** functionality. The number of team sponsorships available in your region are set at the Member Partner level and are available on a **FIRST COME, FIRST SERVED** basis. If all sponsorship opportunities in your region are full when you apply, you will be notified that your application has automatically been placed in a waitlist queue. You will be notified via email if a spot becomes available for your team.
- You will continue to have **30 DAYS FROM STARTING YOUR APPLICATION OR UNTIL JANUARY 31, 2019** (whichever comes first) **to complete your application(s)**. After 30 days or January 31, 2019, your application will expire. This process is in place to allow teams on the waitlist in high demand regions to secure a spot and ensure all team sponsorships are fully allocated.
- **TEAM PHOTO RELEASE FORMS** will continue to be **MANAGED DIGITALLY**. Please note that the parent/guardian email address to be provided by the team registrant for each child on the roster will only be used to send an electronic photo release form and will NOT be used for any other Dodge marketing purposes, unless the parent/guardian explicitly chooses to 'opt-in' for more information on this release form. Parent/guardian email addresses are kept strictly confidential in accordance with FCA Canada's privacy policy: <http://www.fcacanada.ca/privacy/> Detailed information on team photo release forms can be found in section 2.2 – Manage your Team(s).
- All photos submitted to the photo contest **MUST** have the Dodge Caravan Kids **jersey patch clearly shown** on the jersey in order to be approved.
- **VALIDATION OF TEAMS WILL OCCUR CONTINUE TO BE ONLINE by both FCA and MP**, with team Welcome Kits sent directly to Coaches and sponsorship cheques sent directly to Association Presidents on an ongoing basis.
- Enter our **'BREAKAWAY GIVEAWAY CONTEST'**. You could win \$5,000 for your local Minor Hockey Association and a 2019 Ram 1500 for your family. Enter: breakawaygiveaway.ca

HOW TO REGISTER?

The Dodge Caravan Kids Registration Process is an online process. Please review the steps below and ensure you FULLY complete all steps in order to submit your registration. Registration will be accessible between **October 4, 2018 to January 31, 2019** at **DodgeCaravanKids.ca**.

3-STEP REGISTRATION PROCESS OVERVIEW



STEP 1: CREATE YOUR ACCOUNT

- Start the registration process at <http://www.dodgecaravankids.ca/en/sponsorship/>
- All users will need to create an account to start their registration process
 - This involves selecting your Member Partner and entering your Association details
- Once your account is created, you will be automatically logged in and receive a confirmation email
- Your **USERNAME** is the email address you entered when you setup your account
- **If at any point you forget your password**, you can reset it by clicking “Forgot your password” on the login page. An email will be sent to you to reset your password.
- **When you logout, all information will be saved.**

Apply for Team Sponsorship – Online Registration
Create Your Account

Choose Your Member Partner
-Select-

Association Information *Required

*Association Title or Role (Administrator, Coach, etc.)

*First Name

*Last Name

*Home Phone

Mobile Phone

Apply for Team Sponsorship
Manage Your Application(s)

Contact: John Doe Member Partner: Alliance Ontario Association: Burlington

Your Team(s)

Add the team(s) for which you want to apply for sponsorship. Each team must include player & parent/guardian information, and a team photo. Parent/guardians will be emailed a link to complete their child's individual team photo release form online.

Add a team to secure a sponsorship opportunity. Return at a later time to update team information.

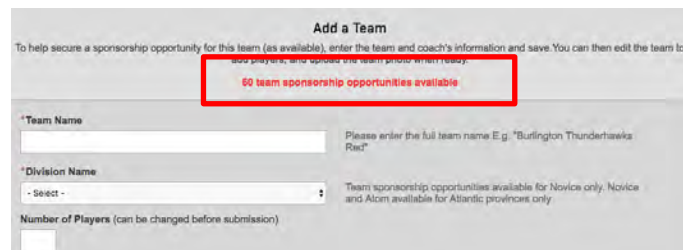
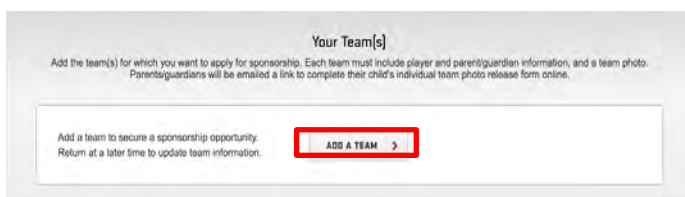
ADD A TEAM +

STEP 2: ADD AND MANAGE YOUR TEAM(S)

- Log in to your account and click on “VIEW DASHBOARD” located under “Step 2: Manage Your Teams”

2.1 – Add Your Team(s)

- To register your team(s), click “ADD A TEAM”. You will then see how many sponsorship opportunities are available in your Member Partner region, or if a waitlist has started.
- Next, enter team name and coach contact information and click “ADD THIS TEAM APPLICATION” found at the bottom of the form.
 - The coach will receive an email notification requesting that he/she complete the team photo release form. The coach will need to enter the team’s full name (Ex. Sarnia Sabres Novice Grey)



2.2 – Complete Team Information

- Once you have added your team(s), on your dashboard click “MANAGE THIS TEAM” to enter your players’ information, order jersey patches and upload your team photo.
- In the team photo section, in order for your team photo to be considered for the Dodge Caravan Kids Photo Contest, you must opt-in to the photo contest by clicking “YES”
 - Photo contest winners can receive up to an additional \$500 in funding!!
 - Please refer to the Dodge Caravan Kids Photo Contest Rules and Regulations for photo guidelines:
https://forms.chryslercanada.ca/contests/dodgecaravankids/en/pdf/photoRules_dodgecaravankids2017.pdf



- Enter the first and last name of each player along with the email address of their parent/guardian. Next, click “UPDATE PLAYER INFO”. Once saved, the Photo Release Form will be automatically emailed to the parent/guardian. Please note the parent/guardian email address provided by the team registrant will only be used to send an electronic photo release form and will NOT be used for any other Dodge marketing purposes, unless the parent/guardian explicitly chooses to check the box on this release form to opt-in for more information. Parent/guardian email addresses are kept strictly confidential in accordance with FCA Canada’s privacy policy: <http://www.fcacanada.ca/privacy/>
- Upon the parent/guardian completing the Photo Release Form, the system will **automatically** update (see visuals provided).

Manage Team

MAPLE LEAFS

Players: 19 Completed: 19/19	Team Photo Releases Completed: 19/20	Team Photo Not Uploaded	Application Status Not Submitted
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You must complete the application by October 28, 2016. You have 46 days.

Head Coach John Johnson	Email jjjohnson@gmail.com	Home Phone 905-222-5505	Mobile Phone 416-666-1234	Address 979 Royal Lane, Burlington, ON	Coach Photo Release Not Submitted
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Team Roster Status – Indicates how many players you had identified on your team.

Monitor Team – Indicates number of completed Photo Release Form(s) received.

JOHNNY SMITH

Player Information: Completed
Player Photo Release: Parent/Guardian completed

LISA SIMPSON

Player Information: Completed
Player Photo Release: Parent/Guardian still to complete

*Player First Name: Lisa

*Player Last Name: Simpson

SEND EMAIL REMINDER

An email will be sent to the parent/guardian with a link to complete the photo release.

X Remove This Player

UPDATE PLAYER INFO >

Monitor Player – Indicates status of player Photo Release Form.

Email – Email address to which the player's Photo Release Form will be sent.

Email Reminder – Ability to resend the photo release form to parents who have not yet completed it.

Update Player Info – Complete this players' profile and continue to add players to complete roster.

Delete – Ability to remove a player from your roster.

STEP 3: COMPLETE APPLICATION

- Each team has **30 DAYS OR UNTIL JANUARY 31, 2019**, whichever comes first, to complete the registration process. You can keep track of these deadlines in your dashboard.
- In order to submit your team application, your team photo as well as ALL photo release forms for your coach and your players must be received.
 - Please note: If, for specific privacy reasons, a coach or parent/guardian on your team wishes to not have their child's image displayed in the team's photo on the DodgeCaravanKids.ca website, please write to dodgecaravankids@fcagroup.com citing your Team Name, the Child's Name and reason for opting out.
- Once your team status reads "Ready to Submit", click the "SUBMIT OR MANAGE THIS TEAM" button then click the "SUBMIT APPLICATION FOR THIS TEAM" button to **formally submit your team application**
- You will receive an email confirming your submission and you can no longer alter your team information.
- You will receive another email within 10 business days notifying you of your **APPROVED** or **REJECTED** team application. The status update of your application will also be reflected in your dashboard.

Your Team(s)

Add the team(s) for which you want to apply for sponsorship. Each team must include player & parent/guardian information, and a team photo. Parent/guardians will be emailed a link to complete their child's individual team photo release form online.

BRUINS NOVICE JUNIOR HOCKEY TEAM	Players: 19 Completed: 19/19	Team Photo Releases Completed: 20/20	Team Photo Uploaded	Application Status Ready to Submit
This application appears ready to be submitted for review. You must submit this application by December 31, 2018. You have 41 days.				SUBMIT OR MANAGE THIS TEAM >

Manage Team

SUBMIT APPLICATION FOR THIS TEAM >

MAPLE LEAFS	Players: Completed: 19/19	Team Photo Releases Completed: 20/20	Team Photo Uploaded	Application Status Ready to Submit	
You must complete this application by October 28, 2016. You have 45 days.					
Head Coach	Email	Home Phone	Mobile Phone	Address	Coach Photo Release
John Johnson	jojsojn@gmail.com	905-222-5505	416-666-1234	979 Royal Lane, Burlington, ON	Submitted

- The dashboard is where you can quickly monitor the status of your teams. Your dashboard displays your teams based on the urgency of application completion (time remaining to submit):

DASHBOARD EXAMPLES

OILERS	Players: 20 Completed: 20/20	Team Photo Releases Completed: 3/21	Team Photo Not Uploaded	Application Status Not Submitted
You must complete this application by December 29, 2016. You have 29 days.				
MANAGE THIS TEAM >				
BRUINS NOVICE JUNIOR HOCKEY TEAM	Players: 19 Completed: 19/19	Team Photo Releases Completed: 20/20	Team Photo Uploaded	Application Status Ready to Submit
This application appears ready to be submitted for review. You must submit this application by December 31, 2016. You have 30 days.				
SUBMIT OR MANAGE THIS TEAM >				
AVALANCHE	Players: 15 Completed: 15/15	Team Photo Releases Completed: 16/16	Team Photo Not Uploaded	Application Status Not Submitted
You must complete this application by December 31, 2016. You have 30 days.				
MANAGE THIS TEAM >				
BRUINS	Players: 18 Completed: 12/18	Team Photo Releases Completed: 0/19	Team Photo Uploaded	Application Status Not Submitted
You must complete this application by December 31, 2016. You have 30 days.				
MANAGE THIS TEAM >				
MAPLE MOOSE	Players: 15 Completed: 15/15	Team Photo Releases Completed: 16/16	Team Photo Uploaded	Application Status Submitted
This application has been submitted for review. You will be notified when the status is updated.				
VIEW THIS TEAM >				
THUNDERCATS	Players: 20 Completed: 16/20	Team Photo Releases Completed: 0/21	Team Photo Not Uploaded	Application Status Waiting List
Unfortunately there were no more sponsorship opportunities available when you added this team. This application has been added to the waiting list, and you will be notified if a sponsorship opportunity becomes available.				
MANAGE THIS TEAM >				
COYOTES	Players: 19 Completed: 19/19	Team Photo Releases Completed: 20/20	Team Photo Uploaded	Application Status Approved
Congratulations! This team has been approved for Sponsorship! Details have been sent to you by email.				
VIEW THIS TEAM >				
PENGUINS	Players: 19 Completed: 19/19	Team Photo Releases Completed: 20/20	Team Photo Uploaded	Application Status Rejected
Unfortunately, this application did not meet the requirements and was disqualified from consideration.				
VIEW THIS TEAM >				
MAPLE LEAFS	Players: 19 Completed: 19/19	Team Photo Releases Completed: 20/20	Team Photo Not Uploaded	Application Status Expired
Unfortunately, this application was not completed on time and has expired.				
VIEW THIS TEAM >				

In Progress – Remaining time to submit application is shown.

Ready to Submit – Team application is ready for submission.

Submitted – Application is under review

Waitlist – Application pending. You will be notified if a spot becomes available

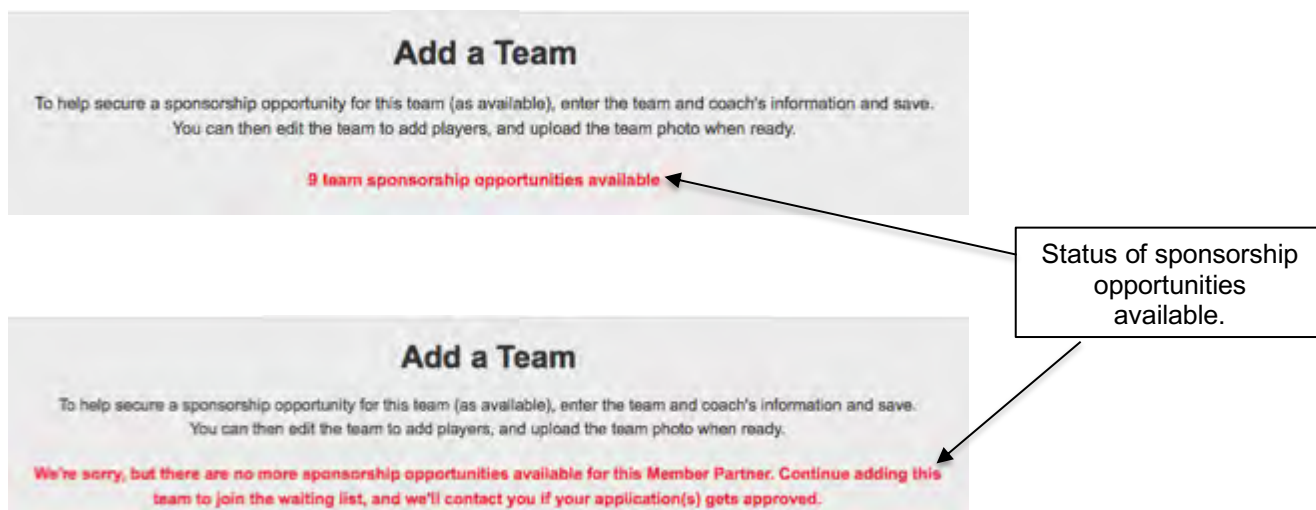
Approved – Application approved for sponsorship.

Rejected – You will be notified via email outlining why your application was

Expired – The time to complete your application has lapsed.

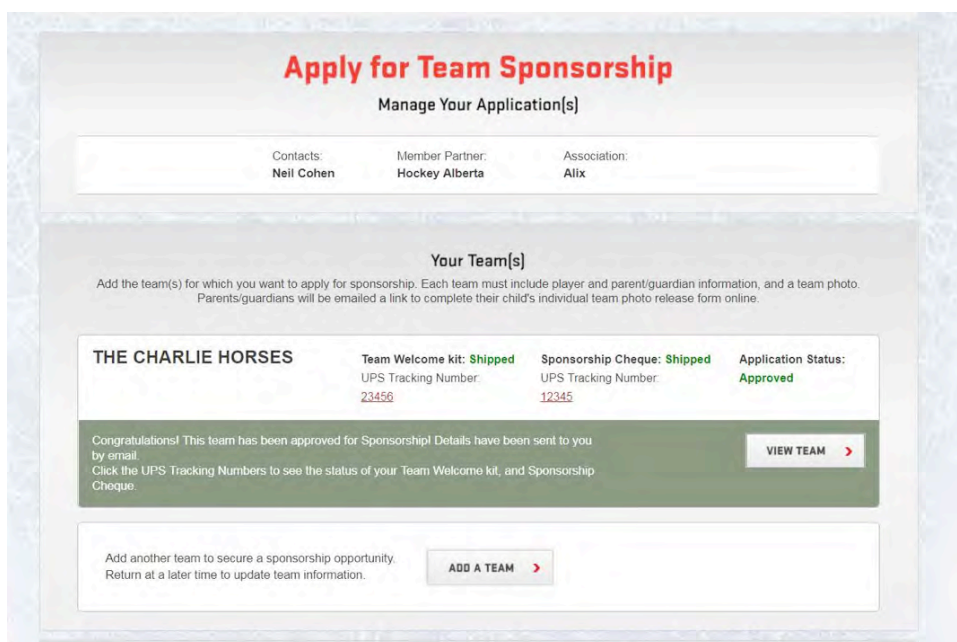
WAITLIST

- When you click “ADD THIS TEAM APPLICATION” and there are no more sponsorship spots available in your region, your team will automatically be added to a waitlist with priority organized by earliest date and time submitted.
- You will **NOT** receive an email stating that you are on the waitlist, this status will only be reflected on your dashboard
- While on the waitlist you are **NOT** subject to any deadlines.
- If your team is removed from the waitlist (a spot becomes available) to complete your registration, you will then receive an email notifying you of the change in your team’s status. The email will also inform you of how many days you have to complete the team’s registration process (see STEP 3).
 - **All information previously entered on your team application will be saved. You will NOT need to restart your application.**



APPROVED TEAMS

- You will be sent an email notification when your team has been approved
- When you login, your dashboard will be updated to show this update and will indicate the current status of both the Welcome Kit and Sponsorship cheque, as well as provide you with UPS tracking numbers for both items



FAQ SECTION

- We have included a **FAQ** (Frequently Asked Questions) section that can be found at www.DodgeCaravanKids.ca/faq
- The FAQ section will remain visible all year. Please use this as a first resource to access answers to frequently asked questions.
- Topics include:
 - Who is eligible for a team sponsorship?
 - What happens when my registration application has expired?
 - I forgot my password, how do I reset?
 - When will we be receiving our sponsorship cheque(s)?

ABOUT DODGE CARAVAN KIDS

The Dodge Caravan Kids Program is a joint effort between participating minor hockey associations and Chrysler, Dodge, FIAT, Jeep, Ram retailers that provides \$500 in funding and access to exclusive hockey benefits to novice-level hockey teams across Canada.

The goal of the Dodge Caravan Kids Program is to help enrich the game of hockey for participating coaches, players and their families and represents one of FCA Canada's key community efforts.

WHO IS ELIGIBLE?

- **Canadian Novice hockey teams** (NOTE: Atom Division teams are **ONLY** eligible in Atlantic Canada) and associations located **within 150 kilometres of a Chrysler, Dodge, FIAT, Jeep and Ram retailer**. Visit www.dodge.ca to locate your closest retailer.
 - Exemptions can be made upon request (i.e. rural areas where car dealerships are not local)
- Teams and associations are eligible to participate regardless of other corporate sponsorships they may have, unless those partnerships are with a competing automaker or their associated retailer.

PROGRAM BENEFITS

Each team enrolled in the Dodge Caravan Kids Program will receive:

- \$500 in funding.
- The opportunity to enter the Dodge Caravan Kids Photo Contest for a chance to win up to \$500 in additional funding.
- Team kits including an exclusive Dodge Caravan Kids gift for all players and an important information booklet for all parents/guardians.
- The opportunity to enter our Breakaway Giveaway contest for a chance to win \$5,000 for your local Minor Hockey Association and a 2019 Ram 1500 for your family.

TEAM SPONSORSHIP BRANDING REQUIREMENTS

Any team that joins the Dodge Caravan Kids Program must acknowledge their participation through the following:

- Team jerseys can be any colour but **MUST** feature the **Dodge Caravan Kids sponsor patch or screened logo**. Dodge Caravan Kids patch must be affixed directly on player jerseys as follows:
 - Large Patch – Back of Jersey **OR**
 - Small or Large Patch – Front of Jersey

**** NOTE:** The old logo ("Proud Sponsor of Amateur Hockey Across Canada") will continue to be phased out this season. For the 2018-2019 season, all teams will be required to have the new logo attached to their jerseys ("Proud Sponsor of Minor Hockey Across Canada").

Patches are available through: <https://shop.omha.net/collections/dodge-caravan-kids-jersey-patches>

Artwork files for screening logo directly onto jerseys are available by contacting: daniel.clement@omha.net



Changes:

- 'Minor' from 'Amateur'
- Larger Dodge logo
- Deeper red pantone colour

Examples of acceptable patch locations.

LARGE PATCH - FRONT OR BACK OF JERSEY



Screened patch on jersey



Printed patch sewn on jersey

SMALL PATCH - FRONT OF JERSEY



Printed patch sewn on jersey

Examples of acceptable team pictures for the Dodge Caravan Kids program.

