



CDMHA Board August Meeting Report: August 8, 2016

Present: Jamie McMaster, Don Sauve, Connie Scott, Kevin MacQueen, Chris Daye, Lisa Friscolanti, Rob Leary, Chuck Cooper, Kent Chapman, Jeff MacDonald, Jason Clarke, Michael Kichinko, Brent Fehrman, Leanne Tinebra, Dave Pickering, Kim Powell, Rod Green, Paul Makey, Traciann Fisher

Regrets: Heather Letendre,

Absent:

Late:

Left Early:

Members:

Meeting Called to Order: 6:36 pm

Meeting Chair & Time Keeper: Jamie McMaster

Agenda & Meeting Minutes:

- **Motion** to accept August 2016 meeting agenda by; Jeff MacDonald
Seconded by; Connie Scott
Motion Carried.
- **Motion** to accept July 2016 meeting minutes by; Michael Kichinko
Seconded by; Brent Fehrman
Motion Carried.
 - Errors and Omission: - Rod Green was in the minutes as attending and regrets. He did attend the meeting, this will be changed to reflect his attendance.
 - Changes to old minutes

Open Business:

- **Action:** Get Started on 2016 Challenge Cup
 - Confirm Weekend, Entry Fee and Submit Paperwork to OMHA
 - We got a lot of attention last year as we were the first tournament on the website.
 - Find Tournament Convenor
 - Put Tournament Committee in Place
- **Discussion:**
21 teams registered, 9 fully paid, 10 post dated cheques to 31 Aug 2016;
Paul will apply for the vendor permit;
Challenge Cup will be dedicated to Ray Unimans' wife who recently passed away;
There is always assistance requested with tables, being at other arenas;
Was confirmed that the weekend has been tentatively scheduled or put on hold;
Local teams pay \$600 as it requested that parents assist as well;
Paul is putting together a committee.

Robert's Rules:

- **Action:** Abstention Votes:
- The phrase "abstention votes" is an oxymoron, an abstention being a refusal to vote. To abstain means to refrain from voting, and, as a consequence, there can be no such thing as an "abstention vote."

- In the usual situation, where either a majority vote or a two-thirds vote is required, abstentions have absolutely no effect on the outcome of the vote since what is required is either a majority or two thirds of the votes cast. On the other hand, if the vote required is a majority or two thirds of the members *present*, or a majority or two thirds of the entire membership, an abstention will have the same effect as a “no” vote. Even in such a case, however, an abstention is not a vote and is not counted as a vote.
- Under the rules in [RONR](#), no member can be compelled to refrain from voting simply because it is perceived that he or she may have some “conflict of interest” with respect to the motion under consideration. If a member has a direct personal or pecuniary (monetary) interest in a motion under consideration not common to other members, the rule in [RONR](#) is that he *should not* vote on such a motion, but even then he or she cannot be *compelled* to refrain from voting.
- **Discussion:**
 Conflict of interest is when you personally will gain from the decision;
 If someone doesn’t have enough information to vote, it is requested that they please either ask for more information or advise that they do not wish to vote as they don’t feel that they have enough information, we can then extend the time required to vote to bring the person up to speed;
 If you are abstaining from voting due to a conflict of interest, please advise that as well or else it would seem we are waiting for an answer/vote. If we don’t know why you are abstaining, the committee might request to know why.
 Motion: An abstained vote will not be considered a “no” vote. Made by Jason Clarke.
 Seconded by: Michael Kichinko.
 Carried.

Reports:

Ice Scheduler’s Report – John:

- September ice updated on schedule along with meetings.

Registrar’s Report – Mike:

- A reminder was sent at the start of Aug 2016, there was a number of registrants since then. We are about at the same amount of registration as this time last year.
- If insurance is required for any reason for any teams, they must go through the Registrar as it is all on line now.
- 272 players registered; 33 goalies for a total of 305 (as of 28 Jul 2016).

VP of Rep/AE Report – Kevin:

- See attached – Appendix 3 – Proposed Coaching Staff

VP of Local League Report – Rod:

- **Action:** Dodge Caravan Program for Novice
 - Look at in September
 - Must be completed and into the Dodge before December 1st
-

VP of Business Report – Rob:

- See attached – Appendix 2
- It was decided that we do not need to advertise.
- Rob will look into Shaw Direct for the Challenge Cup as it is too late now for a team sponsorship.

Equipment Manager’s Report – Lisa:

- Lisa will come up with a proposal regarding whether to charge the Rep and A/E teams for the pucks, white boards etc. instead of trying to get all of that back at the end of the season.

- Lisa will go to Canadian Tire and Home Hardware for pucks, buckets as they are all willing to supply as part of their sponsorship.

Treasurer's Report – Jeff:

- See attached. Appendix 5

Tyke Convenor/Coordinator Report – Leanne/Brent:

- Small hockey nets will be here prior to the start of the season and have been paid for;
- Jersey's have been ordered. Leanne set up an account and will give all the details to Michael. They cannot order XL jerseys (usually done for goalies). The sizes are set at so many per size per team. They will be in prior to the start of the season.

Website – Chris:

- No Report Issued

Challenge Cup – Paul:

- See Open Business

President's Report – Jamie:

- There was a picture sent to us by Hockey Canada of Cam Talbot that we will hang in the hockey office, we will also be getting pictures of Andrew Campbell and Jamie Phillips;
- Members can only miss three meetings per term;
- Please vote as soon as possible in the event of an e-mail vote. The decision a few years back was to have a 24 hr discussion period and a 12 hour voting period. The Board should only be using e-mail votes for time sensitive matters.
- In Camera 7:41 p.m. Out of Camera 8:28 p.m.

New Business:

- **Action:** Local League Evaluations
 - Has been scheduled on website
 -
- **Discussion:**
 -

- **Action:** Picture Day
 - Confirm Weekend
 - Who will take this on?
- **Discussion:**

Have contacted Edge Imaging, Future Stars and Creative Photo – see Appendix 4
Awaiting on more information from Edge Imaging but discussed that we had a lot of issues with Future Stars last year.
Traciann will take care of picture day again this year.
Motion: That the Board move forward with utilizing Edge Imaging for the team pictures this year by Traciann Fisher.
Seconded by: Don Sauve.
Carried.

E-Mail Votes

- I would like to make a motion that we change the design for the Rep/AE jerseys.

The current design is between 8-10 years old. We use Tampa Bay colours on a Buffalo Sabres style jersey. The proposed change is actually the Tampa Bay 3rd jersey style, and the reverse of it for home.

One of the complaints that I've heard over the years is that parents were paying for jerseys that in most cases, were exactly like the previous year's model, in a lot of cases the exact same number and sponsor. My own kids have a total of 12 in their closets, all either 44 or 88 with mostly the same sponsor.

With sponsors and CDMHA covering the jersey costs this year, and with us going to a 2 year jersey, the time is right for something a little different.

I have contacted the supplier and there is no additional cost to changing the design.

Attached is the mock-up for the new design.

As the the order has already been submitted, I would like to forgo the usual 24 hour Q&A period and get right to the voting. I received the mock-up about an hour ago from the supplier, and wanted to wait with the motion before finding out from them if it was possible.

If you have any questions, please ask.

Votes should be sent to only Traciann and Jamie.

- Motion by: Kevin MacQueen
- Seconded by: Traciann Fisher
- Motion Passed. 12 votes were cast, 11 were required for a Quorum.

Deferred from Previous Meeting:

Development:

- **Action:** Look at during future meetings
 - Need to look at development plans more long term
 - Can we involve team practices and development
 - Need to look at other options
- **Discussion:**

Review of Action Items from Past Meetings:

- Nil

Motion to adjourn by; Connie Scott

Seconded by; Rod Green

Motion Carried.

Meeting Adjourned – 8:47 pm

Appendix 1:

Mock Up of Jersey as per e-mail vote:

KOBESPORTSWEAR.COM Sublimation Mock-up ** If the customer can't provide PMS tone, Kobe will match them by the computer monitor. **

Customer	LAWSP	Order#	Style	Custom Style	Material	K3G Fabric
Pattern	500R K3G#2 (Double Shoulder & Double Elbow)				Collar	Sub fabric V collar
Decoration	Full front logo, 3.5"W Canada flag on right chest; 3H Stop sign on back yoke;				Numbers	12" back # & 4" sleeve #, 2 colours
					Names	2.5"H sponsor name, 2 colors

* Logo colour matching is available upon request. Logos provided will not match the jersey unless otherwise indicated.

Color selection: **KOBE ROYAL**, WHITE, BLACK, KOBE GREY

* Sublimated product colours may vary by up to 10% | Mock-up not to scale, all artwork depicted is based on size large | Logos/numbers on youth product may be scaled down, if needed

** Logos provided vector JPG only; additional charge if customer can't provide vector format.

** *W list provided UPDATE: JUL 22, 2016 (1:11PM) (02) Authorized by _____ Date: _____

ARTWORK CREATED BY WING

KOBESPORTSWEAR.COM Sublimation Mock-up ** If the customer can't provide PMS tone, Kobe will match them by the computer monitor. **

Customer	LAWSP	Order#	Style	Custom Style	Material	K3G Fabric
Pattern	500R V (Double Shoulder & Double Elbow)				Collar	Sub fabric V collar
Decoration	Full front logo, 3.5"W Canada flag on right chest; 3H Stop sign on back yoke;				Numbers	12" back # & 4" sleeve #, 3 colours
					Names	2.5"H sponsor name, 1 colors

* Logo colour matching is available upon request. Logos provided will not match the jersey unless otherwise indicated.

Color selection: **KOBE ROYAL**, WHITE, BLACK, KOBE GREY

* Sublimated product colours may vary by up to 10% | Mock-up not to scale, all artwork depicted is based on size large | Logos/numbers on youth product may be scaled down, if needed

** Logos provided vector JPG only; additional charge if customer can't provide vector format.

** *W list provided UPDATE: JUL 22, 2016 (1:11PM) (02) Authorized by _____ Date: _____

ARTWORK CREATED BY WING

Appendix 2

Current Locations Available- Pizzeria Advertising

- 1) Pizza Depot- 447 Main St. E. (near Wentworth St. South in No Frills Plaza)- Hamilton
 - 2) Pizza Depot- Centennial Parkway North (Between Barton and Queenston)- Stoney Creek
-

Current Locations Available- Home Hardware Advertising

- 1) Portage Road (near Thorold Stone Road)- Niagara Falls
-

Current Locations Available- Swiss Chalet Advertising

- 1) Fairview Street (near Guelph Line)- Burlington
 - 2) Brant Street (near QEW)- Burlington
-

Current Locations Available- Canadian Tire Advertising (special 25,000 run)

- 1) Argyle St. S. (near Braemar Ave. & Zehrs)- Caledonia
-

Appendix 2

1.	Major Woodstock		
2.	Population	3.	14782
4.	Penetration	5.	8.19%
6.	Competitor DSO	7.	20%
8.	FYTD Net Gain (July 31 st)	9.	-55

10.	Time Frame	11.	Sept-April
12.	Number of Events	13.	8
14.	Average Attendance	15.	250 per tournament
16.	Targeted Rural Areas	17.	embro, drumbo,Plattsville, Princeton, Norwich, burgessville, Langton, Delhi, ingersoll, centreville, beachville, innerkip, otterville
18.	Sale Channels Effected By Sponsorship	19.	Nexstar (Retail) Poynt360 (D2D)
20.	Total RGU Target		

21. What's included in the sponsorship:

22. Arena door signage at the front, Saying, Shaw Direct is a proud sponsor of Woodstock Minor Hockey League
23. Announcements at home games about Shaw Directs Participation
24. 1 Full page ad in document that goes out before the Apr 7-9 **Ontario Hockey Federation (OHF) Tournament
25. Shaw Direct Logo Placements on minimum 2 teams jerseys
26. Shaw Direct Banner in the arena for home games and potentially on the away teams pop up banner
27. Woodstock Minor Hockey League Website Shaw Direct logo placement
28. Social media posting, 1 per month about Shaw Direct (Player of the month) featured by Shaw Direct
29. Agreed upon amount of tickets provided by Woodstock minor hockey for promotional items.
30. Once a month a Woodstock Minor Hockey League interactive focus with Shaw Direct, this could be a shoot to score or Best Shaw Direct Photo Wins a prize pack,

31. Woodstock Minor hockey is located in the heart of Woodstock, Ontario and is registered as a non for profit organization. The arena that houses the Woodstock Minor Hockey League also hosts gymnastics group, figure skating, children summers camp and a 7 hockey league from Bantam to Junior C that all brings in their own crowds to the same area. For the upcoming season there is an estimate of about 2500 visitors to attend over 8 events to be part of the sponsorship. The average amount of time spent at the area is 2 + hours targeting parents that have children participating in the events. Shaw Direct will have a known presence in the area for over 8 months shown by multiple layering strategies outlined below.

32. Shaw Direct and the Woodstock Minor Hockey.

33. **Just Try It Program**

34. **Just Try It:**

35. WMHA completed its second annual "Just Try It" day this past March in conjunction with our governing body, Alliance Hockey. This day is designed to provide children who have never had a chance to play the game

with an opportunity to be fully equipped and to participate in on-ice drills and games in a safe and encouraging setting. The hope is to have these children build sufficient confidence and to feel a sense of achievement that sparks a love of the game. In 2015, our first program ran with 21 participants and has grown to 36 in 2016.

36.

37. At the end of the day, each participant gets to keep their stick and jersey and was treated to breakfast, a pizza lunch, and free skate sharpening's. The equipment used for this program is a combination of donations from our membership and purchases to cover shortfalls. To further encourage kids to register and begin to play, any participant who registers with WMHA the following year is given a full set of equipment to get them started off. The desired outcome is best summarized by the parent letter below.

38. **Shaw Direct to help raise funds for the just try it program:**

39. Shaw Direct can give 1 years of free TV services for those who decide to donate \$2 dollars for an ballet entry, this will give the participant a chance to enter and provides a donation back to the Just Try it program. There will need to be a volunteer from the Woodstock Minor hockey to collect the donation and sign the person up with our ballet entry.

40. **Branding / Impressions in the area:**

1. **Arena Signage:** This arena only has a single entrance where all visitors must come through, as part of our contract we will negotiate to have an entrance signage and or window cover to be shown year round about our Sponsorship.
2. **Announcements at every home:** game preconcizing Shaw Directs commitment to Woodstock Minor Hockey as well as the potential Jus Try It Program involvement
3. **Full 1 page Flyer** handout out @ Ontario Hockey Federation (OHF) Tournament
4. **Woodstock Minor Hockey Home Jerseys:** Shaw Direct Logo on the back for two home teams, Bantam and Midget Leagues:
5. **Logo Placement (Potential):** Currently we have a minimum commitment of 2 teams but looking into 3-5 travel teams we can put Shaw direct logo on that will cover rural demographics. The home and away exposure on jerseys as well as 4 tournaments a year will help with our overall branding in Woodstock and surrounding rural towns.
6. **Banners:** the teams display banners in the arenas they play (which most teams do as a team fundraiser) Shaw Direct would be prominently be display on their banner and displayed at every game they play at.
7. **Website:** Shaw Direct name and logo on the main website under each individual team sponsor page as well as Woodstock Minor Hockey Sponsor page (This cost is \$875 per team for business to sponsor per team but this will be included in overall sponsorship)
8. **Social Media Advertising** – 1 post a month (Player of the month) on social media including Pictures with Shaw Direct with logo and Company Logo as well as advertising on the main website that has seen a high of 126k views in March 2014.

41. **Please see appendix for Online Traffic Chart from Woodstock Minors Hockey League.**

9. **Tickets:** Woodstock Minor Hockey is to provide Shaw Direct with a set amount tickets to the major tournaments for us to use as promotional give aways in town. This will help with branding the organization in rural towns as well as provide Shaw Direct give away to consumers.

42. **Events with timelines:**

43. **Sept 10 12-4 pm- Alliance hockey "Grow the Game" event**

44. ****this is a community festival style event put on by Woodstock Minor Hockey, there will be lots of opportunities to provide information and run giveaways/contests**

45. **Attendance: Average 250**

46. **Channel Support:** Retail (Nexstar)
47. **Swag / Setup needed:** 10X10 Booth with Shaw Table Cloth; Hockey Bam Bam or items that fans can use in stands that is Shaw Branded. 1 Prize Pack for ballet entry See Liz
48. Tactics: Nextstar will setup a table at the event and engage the folks of Woodstock by ballet box for lead generation over the course of the day .
49. **Oct 21-23 -Silverstick tournament**
50. Silverstick Tournament currently host 18 American Regional Qualifying Tournaments, 26 Canadian Qualifying Tournaments as well as our International Finals Tournaments consisting of 8 Boys, 3 Girl's and our Sled Hockey.
51. **Attendance: 250** players plus family and friends expected to attend.
52. Channel Support: D2D Poynt360
53. Swag / Setup needed: Prize Pack, Bam Bam and 10x10 booth setup
54. Tactics: **Poynt360 will door knock in rural towns before this weekend, we can give away some tickets beforehand to this game for those who sign up. Poynt360 will setup a booth in the main lobby and have a Shaw Direct Prize pack to give away.
55. **Nov 4-6 Silverstick Tournament**
56. **2 Woodstock teams will be participating which Shaw Direct will be the major sponsor of. The demographic of teams coming would be all of south western Ontario.
57. **Attendance: **250** players participating plus family and friends.
58. Channel Support: Nexstar Retail
59. Swag / Setup needed:
60. Tactics: **Full back page Ad in program (\$250 value)
61. **Dec 27-30 - Alf Langdon House League Tournament**
62. **Teams from all over Southwestern Ontario, potential of 32 teams
63. Eight teams will be accepted in each division. Every team is guaranteed three games. Each division will have a grand champion. Teams may come from the following rural and urban cities to play; Brantford, London , ingersoll, tillsonburg.
64. **Attendance: **500** players participating plus family and friends. Teams from all over Ontario.
65. **Rural Draw:**
66. Channel Support: Poynt360
67. Swag / Setup needed:
- Free Hot Cholate sponsored by Shaw Direct (Value to come out of sponsorship)
 - Shaw direct Booth Setup
 - **#ShawHockey - Tweet Best Shaw Direct Photo will win grand prize, we can ask to put this up on the big screen. (talk to liz)**

- Prize pack
- Announcement Script needed

68. Tactics: Social Media focused event.

69. **JANUARY Date: TBD Attend a home game of each sponsored team (Minor bantam and Minor Midget)**

70. Shaw direct would be able to attend with their partners an average of 15-20 Home games that will see a layering of different leagues come in and play A lot of the teams will play back to back on a Saturday or Sunday. Younger team may have a 2:00pm game and then as the day progress another team plays at 3:00 and another at 4:00 and so on.

71. **Attendance:** **100-250 per home game

72. **Rural Draw:**

73. Channel Support:

74. Swag / Setup needed:

75. Tactics: **Full back page Ad in program (\$250 value)

76. **FEBRUARY Date : TBD Woodstock Minor Hockey Community Sponsored Free Public Skating**

77. We could work with the Woodstock Minor hockey to have a “rural community skate night, sponsored by Shaw Direct” Shaw Direct could print collateral and give to our D2D partner Poynt360 to hand out when door knocking. This would be a great way to touch base with the rural demographics and connect with them outside of their homes.

78. **Attendance:** **100-350 participants, all depends on the interest from rural communities.

79. **Rural Draw:**

80. Channel Support:

81. Swag / Setup needed:

82. Tactics: **Full back page Ad in program (\$250 value)

83. **March 24-26 **House League Championships**

84. The house league tournament Match 24-26 is an in house Woodstock Minor Hockey tournament. All the house league teams are included in this.

85. 5 divisions in total with 24 teams participating.

86. Novice division has 6 teams

87. Atom division has 4 teams

88. Pee wee division has 4 teams

89. Bantam division has 4 teams

90. Midget division has 6 teams.

91. **Attendance:** ** 700 plus participants competing plus family and friends

92. **Rural Draw:**

93. Channel Support:

94. Swag / Setup needed:

95. Tactics:

96. **Apr 7-9 **Ontario Hockey Federation (OHF) Tournament**

97. **Enter description of event**

98. **Attendance:** **100 players participating plus family and friends. Teams from all over Ontario.

99. **Rural Draw:**

100. Channel Support:

101. Swag / Setup needed:

102. Tactics:

103. **Associations that Shaw Direct Can Partner With During Home Games**

1. Kidsports London
2. RCL
3. Woodstock Shriners

Appendix 3 – Proposed Coaching Staff

Novice Rep

- Ron Powell – Head Coach
- Kent Roy
- Brendan Roy
- Josh Powell
- Jared Martin

Atom AE

- Andrew Guidolin – Head Coach
- Chris Weston
- Jason Steeves
- Ken Robson
- Eric Davison

Atom Rep

- Jake Bazuin – Head Coach
- Paul Hozjan
- Dave Fess
- Shayne Jennings
- Tim Brown

Pewee AE

- Ryan Van Sickle – Head Coach
- Jeremy Misner
- Mark Simington
- Vinny Hetram

Pewee Rep

- Jason Clark – Head Coach
- Brian Osborne
- Dave Pickering
- Ron Dekoninck

Bantam AE

- Jay Klaver – Head Coach
- Bill Fitzgerald
- Jeff Ruddy
- Ryan Thompson
- Sammy Lickers

Bantam Rep

- Andrew Harrison – Head Coach
- Mano Cortez
- Colin Sewell
- Stu Oxley

Appendix 4 – Photo Day

Creative Photo:

I would love to take your hockey league photos for you! Here is what I charge other leagues but let me know what works best for you and if there is a price point we are trying to work with. I usually charge \$8.00 for a group and individual and \$5.00 for just group.
(plus HST)

Some of my teams prefer to not do it all on one picture day so I charge a \$30 fee on top of the photo price to shoot it on the ice during their ice time.

I supply at free 5x7 sponsor photos.

Future Stars:

This service agreement between Future Stars and the Caledonia District Minor Hockey Association (Organization) is for the 2016/2017, 2017/18 and 2018/19 seasons. Organization's photographic needs are for approximately 500 individual members.

EACH INDIVIDUAL MEMBER WILL RECEIVE:

A Premium Combo (a team and individual photo customized with league colours and logo) for the stated price of \$3.25 + HST plus shipping to be paid for by the organization.

AGREEMENT LENGTH AND PROMOTIONAL OFFERS:

You may choose one or all of the following Special Promotions for your league:

- 1) Sponsorship in the amount of \$300.00 (amount to be deducted off of final invoice)
- 2) 5% of the net order form sales (excluding HST) ordered via our Order Form on Photo Day(s)
- 3) 1 Free sponsorship plaque per team

Please choose one of the following Agreement Options:

- A) 1 Year Agreement – you may choose 1 of the promotions listed above
- B) 2 Year Agreement – you may choose 2 of the promotions listed above
- C) 3 Year Agreement – you may choose all of the promotions listed above

1. Organization agrees to hand out an order form envelope to each individual member at least 1 week prior to photo day, allowing each individual member to select and pay for products of their choice.

NOTE: all players MUST submit an envelope regardless of whether they are purchasing extra photos.

2. Organization agrees to provide a table or spreadsheet of all teams in the association listing the Division, Team number, Sponsor Name and colour of jersey as well as a schedule to be used on Photo Day. Teams should be scheduled no more than 15 minutes apart.

3. Organization understands that 18 Photographer Hours are included in the Price per Premium Combo detailed above.

Any Photography Hours greater than 18 will be charged at our cost of \$33 per hour. In order to avoid extra charges be sure to schedule your teams no more than 15 minutes apart and no less than 10-12 teams for any scheduled photo session (Photographer). One 3 hour retake session is included for no additional charge.

4. Organization will receive 2 free coach's pictures per team. Any additional photos will be charged at \$ 0.99 per picture.

5. Sponsor photos will be: A) 5x7 photo (free of charge) for each team

6. Organization will provide artwork (Logo or Letterhead).

7. Future Stars agrees to provide the incentives, promotions and commissions as laid out in this proposal.

Free CD containing all Teams Photographed (Web size images)

Free League Executive Group Photo

10% off all other products and services offered to your league, including spirit items, team wear and team gear and uniforms.

1 FREE 6x2.6' Vinyl Banner, customized by your league (\$198.00 value!)

8. Payment of invoice will be due upon receipt. Organization will be notified of full amount prior to delivery of photographic products.

I, the undersigned on behalf of the "Organization", fully understand and agree to the terms and conditions of this contract.

SIGNATURE _____ DATE: _____

FUTURE STARS: _____ DATE: August 02, 2016

*** Please return signed Agreement with Requested Photo Dates ASAP! Photo Dates will be booked on a first come first served basis. Fax: 905-643-4386

EDGE IMAGING:

August 8, 2016

Caledonia Minor Hockey Association
2 Thistlemoor Dr.
Caledonia, Ontario
N3W 2M6
Attn: Traciann Fisher

Hi Traciann,

Thank-you for your interest in our photo programs and services. We are very keen to work with you!

Edge Imaging is an all Canadian company that over the last 10 years has grown into Ontario's leading school and sports photography supplier. We pride ourselves on excellent customer service. Our entire digital process is designed by our own systems specialist and is un-matched in the industry. Combined, this translates into a smooth picture day for your league, value added services for your administrators, sponsors and satisfied parents.

My team consists of very experienced local photography professionals. Every Edge employee brings experience, specialization to their role and most importantly, they love to work with kids. In addition to the following outlined proposal please see the attached competitive package pricing (savings of up to 30% over many suppliers!) and product samples.

Traditional Services for your League

- All Photos Are Packaged - Each package contains detailed player info and will be sorted for easy and accurate distribution – Please see sample in photo package provided.
- Satisfaction Guarantee – No questions asked retake option for any player that may have missed the original photo days or for customers that are not 100% satisfied with their pictures.
- Customer Service – Our toll free number allows parents to contact Customer Care directly.
- Instant Computer Images Access - Ensuring 48 hour turnaround on re-orders through our customer service department.
- No Personal Data Ever Leaves Our Lab - All our work is processed in-house at our state of the art lab (No third parties) – Security is paramount at Edge!
- On-line reordering.
- Choice of Background Programs - Photos may be taken on or off the ice with large back ground choices including our new background replacement program that allows players to choose the look they like.
- Event Photography Services

Quality

- Experienced friendly professional photographers only.
- All portraits are rendered through Edge Effect to ensure vibrant accurate colour.
- Only the finest photo quality paper is used.
- All images are retouched for minor imperfections. – Edge exclusive!

Please know that we specialize in large event photography. We have the capacity to organize & photograph all of your players in one day!

Package Extras Available to Parents

- Key Chains
- Hi Res Digital Downloads

- Teammate photos
- Magnets
- Trading Cards
- Magazine Covers
- Colourful Photo Boarders

NEW! Packages will be issued at no extra cost in a Portrait Book format!

Based on approximately 500 players, the following products will be supplied at the rate of \$4.49 per enrolled player if we can photograph all teams at one main event with a possible make up day (\$3.99 if you commit to a 2 year term).

- Sponsor Plaques – The no charge plaques are a nice “Thank You” gift for your sponsors. Team picture are mounted on a 'wooden' plaque with sponsor’s name (limit of 1 per team, additional plaques will be billed at \$15.00 per team).
- Major Sponsor Collage and Mosaics – are available in lieu of individual team plaques for your sponsors that support a large number of teams.
- 8 x 10 Teammate photos personalized with club logo, team names and the players individual as well as team photo.
- Copy of the team photo for absent players
- 3 Free copies of each team photo to be provided back to the club for coaches.
- Electronic copies of all team photos can be provided no charge for your website.

Please note the following regarding your quote:

A custom 3’ x 6’ sport banner (\$200.00 value) will be provided as a new customer incentive.

A 5% commission (or equivalent sponsorship) will be issued on package sales. If a further rebate or sponsorship is required please feel free to contact me so that we may discuss how this would impact your quote.

On a personal note, I have over 20 years of professional photography experience. I take pride in the experience that each player has with our company and with the level of service that I provide my customers. If there are any additional services or ideas you or executive may have please do not hesitate to call. My objective is to be flexible with our options in order to work with your organization. I am available to meet and discuss your exact needs.

Thank you for your consideration. Please feel free to contact me any time!

Jason Delage
Channel Manager Sports Photography
jdelage@edgeimaging.ca
t -1 866-707-3343
m- 1 519-777-1564

Appendix 5:

2016-2017 CDMHA Financial Report

Today's Date: August 8, 2016

Current Year: May 1, 2016 to Present

Accounts:

Community Account 1 - \$283,101.99 (\$52,066.06 from a GIC we cashed in that had to come to term)

Registration Since March 1, 2016: \$123,833.60

Rep Tryout Fees: \$1580.00

Extra Ice Payment: \$136.57

Sponsorship: \$800.00

Interest: \$49.12

Assets:

GIC 12-23 Month (Month 3) \$45,743.41

Class P Profit Shares: \$30.00

Membership Shares: \$50.00

Liabilities:

Team Parties: \$3486.28

Ice Rental: \$5979.00

Ice Scheduler: \$2,000.00

Other Expenses: \$675.00 CC Registration)

Bookkeeping Costs: \$164.69

Awards & Trophies: \$551.72

Bank/QE Fees: \$1841.01

Equipment: \$456.52

Equipment Jerseys & Socks: \$127.00

Supplies: \$2418.94

Coach/Trainer Development: \$626.05