

HOCKEY CANADA

HOCKEY CANADA PARTNER GUIDELINES



HOCKEY CANADA



Hockey Canada recognizes the value of organizations who deliver programs and services that significantly benefit the hockey community. In accordance with its bylaws, Hockey Canada defines three (3) of its Partner Categories as follows:

Associate Partner - national organizations that provide alternative types of hockey that fall outside of Hockey Canada's core programming.

Community Partner - regional or local organizations that offer hockey programming outside the Hockey Canada structure, but which share the values of Hockey Canada and its 13 Member Organizations.

Non-Hockey Partner - national, regional or local organizations that do not offer hockey programming, but which share the values of Hockey Canada and its Members.

HOCKEY CANADA BELIEVES...

- In fostering a positive and safe hockey environment for all participants that will lead to positive experiences.
- In the development of life skills which will benefit participants throughout their lives.
- In the values of fair play, including respect for all people by all participants.
- In hockey opportunities for all people regardless of age, gender, colour, race, ethnic origin, religion, sexual orientation, gender identity or expression, physical ability, or socio-economic status and in both official languages.
- In the importance for participants to develop dignity and self-esteem. To instill the values of honesty and integrity in participants at all times.
- In the promotion of teamwork, and the belief that what groups and society can achieve as a whole is greater than that which can be achieved by individuals.
- In the country of Canada, its tradition in the game of hockey, and the proud and successful representation of this tradition around the world.
- In the value of hard work, determination, the pursuit of excellence and success in all activities.
- In a safe sport environment that promotes safety, strength, resilience and self-confidence and does not jeopardize a participant's mental, physical, emotional, spiritual, or authentic-self and well-being.



PURPOSE OF DOCUMENT

This document outlines the criteria and process used by Hockey Canada to identify and formalize a relationship with Associate, Community and Non-Hockey Partners. While these guidelines are a starting point to any potential partnership, Hockey Canada will, to its best ability, provide feedback and guidance to groups who may still be developing in the areas listed below.

SEEKING PARTNER STATUS

Organizations interested in becoming an Associate, Community or Non-Hockey Partner may submit an Expression of Interest (see below). Hockey Canada may also contact like-minded organizations to explore their level of interest in becoming an Associate, Community or Non-Hockey Partner.

RIGHTS AND BENEFITS

Rights and benefits of Hockey Canada's Associate, Community or Non-Hockey Partners will be outlined in a Memorandum of Understanding (MOU) or Agreement with the Partner. It is important to note that all Partner relationships will include clearly defined rights and benefits for both parties. Hockey Canada will review the expectations and requests made by any potential Partner within its **Expression of Interest** (see below) and will engage in open dialogue to develop a clear understanding of all rights and benefits for consideration.

If applicable, Hockey Canada will consult its Members or other stakeholders impacted by a potential Partner agreement to assist in the determination of rights and benefits.

All Partner rights and benefits must align with Hockey Canada's values and those outlined in the [True Sport Principles](#). Potential rights and benefits received by Associate, Community and Non-Hockey Partners could include, but are not limited to:

- Acknowledgement from Hockey Canada as a Partner
- Use of Hockey Canada logo
- Letters of support and/or assistance in obtaining funding / in-kind contributions
- Promotion of accessible and inclusive programs / services
- Media coverage / feature stories / joint press release, etc.
- Ability to register and insure participants (in conjunction with Members)
- Collaborate on growth and retention initiatives or programs
- Access to education, training, development and/or organizational resources
- Connection to existing Hockey Canada Partners and Member organizations

REVIEW PROCESS & TIMELINES

Hockey Canada will respond to organizations within 30 days of receipt of the Expression of Interest and may require additional information to assist in its review / evaluation. The response may include a request for documentation and/or the opportunity to meet virtually. If applicable, Hockey Canada will review the Expression of Interest with the appropriate Member Organization(s).

Hockey Canada will respect confidentiality and not share any confidential or personal information with outside parties.

As each Expression of Interest will vary in its scope and complexity, there is no timeline for any decision, however Hockey Canada will maintain communication with the organization accordingly.

EXPRESSION OF INTEREST [\(Click here for the form\)](#)

To assist Hockey Canada, organizations interested in becoming a Hockey Canada Associate, Community or Non-Hockey Partner will be asked to submit an Expression of Interest. It is important to note that missing or limited information submitted within the Expression of Interest will not prohibit / prevent an organization from potentially becoming a Partner. However, please see **Appendix A - Expression of Interest Checklist** at the end of this document which outlines the information that will be required within the Expression of Interest.

Hockey Canada will, as previously noted, provide feedback and guidance to organizations who may still be developing in some of the areas listed below, whenever possible. Hockey Canada will also look for opportunities to connect organizations with groups that may have templates, resources or other forms of assistance available.

The information below is a brief description of what organizations should submit within their Expression of Interest (if available / applicable):

1. Contact Information

- Organization name & contact information, link(s) to website / social channels, etc.;
- Lead representative contact information

2. Governance / Organizational Structure / Reports

- If applicable, confirmation of Articles of Incorporation (Not-for-Profit) or Registration letter verifying charitable status (and in good standing);
- Mission statement and/or mandate of the organization;
- A list of Board of Directors and/or Executive Committee;
- Relevant governing documents (bylaws, operating guidelines, policies, etc. if applicable);
- A copy of annual meeting schedules, as well as any relevant committees, etc.;
- Statement re: conflict of interest (i.e. organization does not have someone from Hockey Canada or a Member Organization as part of their Board of Directors);

- Annual reports, community reports, financial statements (audited if applicable) or other documentation that highlights success and learnings, demonstrating track record of successful event execution;
 - Rules and regulations (if applicable)
 - Letters of support
- 3. Overview & Expectations**
- Why does the organization wish to become a Partner with Hockey Canada and how is it mutually beneficial;
 - How it will make a positive impact on hockey and our communities;
 - What is the organization's expectation of a partnership with Hockey Canada;
 - Clearly outline the requested / proposed rights and benefits
- 4. Alignment with Hockey Canada Values**
- Define the organization's core values, and how they align with Hockey Canada's values and/or True Sport Principles
- 5. Programs and Services**
- An outline of programs, services and/or events that the organization has provided in the past three years or is currently planning;
 - An outline of the specific community served by the organization, including the number of registrants, participants, etc., in any programming offered by the organization
- 6. Insurance & Liability**
- Summary of existing insurance coverage for staff, volunteers, participants, events and activities;
 - Liability and indemnification provisions, if any, to protect third parties from legal claims
- 7. Sport Integrity Policies**
- Sport integrity policies that outline how participants are protected and how the organization is fostering safe, welcoming and inclusive environments (examples could include code of conduct, ethics policy, athlete protection policy, discipline and complaints policy, child protection policy, maltreatment policy, concussion and return to play protocols, etc.);
 - When the organization's participants include Vulnerable Persons (a person who, because of their age, a disability, or other circumstances, whether temporary or permanent, is in a position of dependency on others, or is otherwise at a greater risk than the general population of being harmed by a person in a position of authority), a written screening policy and protocol that outlines minimum requirements;
 - Written and communicated mechanism or process to address maltreatment complaints;
 - Sport integrity practices, including reference to participant welfare resources in the areas of mental and physical wellbeing (including on-ice equipment requirements)

8. Conflict Resolution

- Dispute resolution policy or provisions in place for resolving disputes, such as mediation or arbitration, to minimize conflicts

9. Equity, Diversity, & Inclusion (ED&I) / Truth and Reconciliation Commission (TRC) Calls to Action

- What is the organizations demonstrated commitment advancing Equity, Diversity & Inclusion (ED&I) and Truth and Reconciliation (TRC) Calls to Action in Sport;
- List of ED&I / anti-racism related policies / training;
- Inclusive and accessible programs / access to programs

10. Existing Relationships

- If applicable, a list of any current or previous partnerships or collaborations with other groups / organizations (within the past five years);
- If applicable, a list of any current or previous partnerships or collaborations with one of Hockey Canada's Members / Leagues / Minor Hockey Associations, etc.;
- Identify where the organization is currently operating initiatives / programs

MOU / AGREEMENT

Should Hockey Canada and the organization agree to develop a Partnership, a signed MOU or Partner Agreement will be required, and will include (not limited to):

- Identification of the national sport organization and the organization entering into the agreement;
- Term of the agreement, including renewal options and termination clauses;
- Purpose of the agreement and specification of the scope of the partnership; including rights and benefits of each party;
- Roles and obligations of both parties, including financial commitments, use of logos and trademarks, promotional activities, event organization and management, etc.

CONTACT

If there are questions related to these guidelines, or the Expression of Interest, please contact Hockey Canada at partnerinfo@hockeycanada.ca.

Appendix A

Governance, Organizational Structure, and Reporting:

Clearly defined governance structure with roles and responsibilities outlined for board members, executives, and staff.

Regular reporting mechanisms in place to monitor organizational activities, financial status, and compliance with regulations (if applicable).

Alignment with Hockey Canada's values, and/or True Sport Principles:

Articulation of organizational values and commitment to upholding principles, such as fairness, inclusion, and respect.

Alignment of values into strategic planning, policies, and programs.

Sport Integrity Policies:

Policies and procedures that prevent and address issues related to maltreatment and sport integrity.

Adherence to standards and regulations related to sport integrity, including collaboration with relevant authorities and organizations.

Equity, Diversity, & Inclusion (ED&I) / Truth and Reconciliation Commission (TRC) Calls to Action:

Policies and initiatives promoting equity, diversity, and inclusion within the organization.

Acknowledgment of Indigenous rights and reconciliation efforts, including alignment with TRC Calls to Action where applicable and meaningful engagement with Indigenous communities.

Insurance & Liability:

If applicable, adequate insurance coverage to protect participants, staff, volunteers, and stakeholders from potential liabilities arising from accidents, injuries, or other incidents.

Conflict of Interest Declaration:

If applicable, a statement declaring there is no real or perceived conflict of interest.