

CHAZY ATHLETIC ASSOCIATION GUIDELINES FOR MEDIA GUIDE FUNDRAISER

The hockey media brochure is a means to help Chazy Varsity Boys Hockey players pay for their participation in Beekmantown Hockey.

Each player is assigned local businesses to contact for that business to place an advertisement in the media brochure. The level of exposure in the media guide is based on the donation amount the business has chosen. The player is responsible for making arrangements to have the business' artwork and payment delivered to the Chazy media guide coordinator.

Once a business has been assigned to a player that business is no longer available for solicitation by another player.

The business stays with the player until that player graduates, the player gives up the business, or the business no longer elects to participate in the program.

When a player graduates, their businesses are distributed evenly among the remaining players. The new player must then contact the business to determine if they will continue to advertise.

The money collected from businesses will remain under each player's name in the Chazy Athletic Association (CAA) account earmarked for hockey. At no time should these exact amounts in each player's account be shared with anyone other than the player, the player's parents/guardians, and Chazy media guide coordinator.

Each year after the hockey bill is paid, any leftover money will rollover to the next hockey season, remaining in the player's name in the CAA Hockey account.

When a player graduates the leftover money in their account will remain in the CAA Hockey account to be used for the printing bill or for a player in financial need.

The media guides will be available for the general public at every home game from November until March of the current hockey season.