



Sponsorship Policy

Alberta Deaf Sports Association

Effective June 2025



Revision 1 - Approved by E.BOD:

1. Overview

- 1.1. This Sponsorship Policy outlines the criteria and procedure for the Alberta Deaf Sports Association (“ADSA”) to provide financial support to eligible Alberta deaf athletes participating in recognized Deaf sporting events.
- 1.2. All changes to the Policy shall be approved by the Executive Board.
- 1.3. ADSA may deviate from normal procedure in cases of unique or special circumstances with the Board’s approval.

2. Recognized Sports

- 2.1. ADSA recognizes all sports recognized by the Canadian Deaf Sports Association (“CDSA”).
- 2.2. In addition, ADSA also recognizes the following sports:
 - 2.2.1. Pickleball
 - 2.2.2. Darts
- 2.3. Sponsorship for sports not recognized shall be reviewed and approved by the Board.

3. Applicable Events

- 3.1. The following types of events are applicable for Sponsorship consideration:

3.1.1. NATIONAL

- 3.1.1.1. Any events sanctioned by CDSA, for example,

- 3.1.1.1.1. Canada Deaf Games

- 3.1.1.1.2. Canadian deaf championships (e.g. Canadian Deaf Curling Championship)

- 3.1.1.2. Any events not recognized by CDSA but are recognized by ADSA or approved by the ADSA Board of Directors. For example:

- 3.1.1.2.1. Brooker Cup (Golf)

- 3.1.1.2.2. Canadian Deaf Darts Championships

- 3.1.1.2.3. Canadian Deaf Pickleball Tournament

- 3.1.1.2.4. U.S. National Deaf Pickleball Tournament (Note: although this event is held outside of Canada, ADSA categorizes this event as National rather than International.)

3.1.1.2.5. Any provincial events that are not recreational.

3.1.2. INTERNATIONAL

3.1.2.1. Any events where the athlete has been selected by CDSA to represent Team Canada. This includes:

3.1.2.1.1. Summer and Winter Deaflympics

3.1.2.1.2. Pan Am Games for the Deaf

3.1.2.1.3. World Deaf Championships

3.2. The following types of events are not applicable:

3.2.1. Events that are not specifically

3.2.2. Non-sporting events (e.g. video games, card games, etc.)

3.2.3. Selection camps (when the purpose of the camp is to select players to represent Team Alberta or Team Canada). Note: AGLC does not permit Casino funds to be used for this.

3.2.4. Recreational events (e.g. High Five Volleyball Tournament, etc)

4. Sponsorship Categories and Maximum Amounts

4.1. National

4.1.1. Per athlete maximum: \$1,200 per event

4.1.2. The maximum amount may change depending on the financial budget yearly

4.2. International

4.2.1. Elite (e.g. Men's and Women's) Team Canada

4.2.1.1. Maximum \$3,000 per athlete per event

4.2.1.2. The maximum amount may change depending on the financial budget yearly.

4.2.2. Special Circumstance 1: International Events with Senior Category

4.2.2.1. Currently only applicable to World Deaf Golf Championships, which has a Senior category in addition to Men's and Women's.

4.2.2.2. CDSA does not recognize the Senior category as Elite. Senior athletes wishing to play in the Senior category are not eligible for CDSA financial support unless they participate in the Men's or Women's events.

4.2.2.3. Hence, ADSA is able to increase the maximum individual amount by 25% for the qualified Senior athletes. (i.e. $\$3,000 \times 1.25 = \$3,750$ maximum).

4.2.3. Special Circumstance 2: International Event is held in Alberta (or anywhere in Canada?)

4.2.3.1. The maximum amounts from the National category shall apply.

4.3. One-Off Events

4.3.1. The Board may determine different maximum amounts for special circumstances, such as the Canada Deaf Games, which often require more than the maximum event amount due to a large number of participants. The sponsorship budget for one-off events can be approved in advance at the Annual General Meeting Budget approval, or in short notices, at a Board of Director meeting.

4.4. Multiple Events per Athlete

4.4.1. Athletes may receive more than one Sponsorship per year given that all requirements are met (i.e. per event maximum and Sports Clubs requirements).

4.4.2. The maximum Sponsorship amount per athlete is on a per-event basis, not a yearly basis. (E.g. An athlete attending the Canadian Deaf Curling Championship and the Canadian Deaf Golf Championship in the same year is eligible for up to \$2,400 (2 x \$1,200) in sponsorship that year.

5. Athlete Eligibility

5.1. Athlete Requirements

5.1.1. The following requirements apply to all athletes requesting ADSA Sponsorship for any event, and shall be communicated to the athletes in advance of an event.

5.1.1.1. The athlete shall be an ADSA member for at least 6 months before the event.

5.1.1.2. The athlete shall reside in Alberta and not receive financial support from other Provincial Deaf Sports Organizations (PDSOs). For athletes having moved to Alberta from another province, the

ADSA may request confirmation from the originating PDSO stating that it will no longer sponsor the athlete.

- 5.1.1.3. Athletes shall identify as deaf or hard of hearing. Note: The CDSA's national Team Canada athletes are subject to the International Committee of Sports for the Deaf (ICSD) audiology requirements.
- 5.1.1.4. Athletes are required to contribute their volunteer time to be eligible for the sponsorship yearly basis. They may volunteer at least once per year for events for which they are seeking sponsorship.
- 5.1.1.5. Athletes shall acknowledge that successful sponsorship is subject to AGLC and ADSA approval, which may not be obtained until after the event.
- 5.1.1.6. Athletes shall acknowledge that successful sponsorship is subject to their conduct at the event.

5.2. Athlete Selection

5.2.1. National Events

5.2.1.1. Sports under ADSA Sports Club

5.2.1.1.1. The Sports Commissioners are authorized to identify and select qualified athletes to attend the national tournaments and championships on behalf of Team Alberta.

5.2.1.1.2. Alberta Deaf Pickleball Club (ADPC) has specific criteria for selection and sponsorship for the Canadian Deaf Pickleball Tournament and for the U.S. National Pickleball Tournament. Refer to ADPC Sponsorship Criteria.

5.2.1.2. Sports Not Under ADSA Sport Clubs

5.2.1.2.1. The Executive Board will review event registrations to verify that the registered athletes are eligible and qualified to participate in an event.

5.2.1.2.2. If required, such as in the case that the number of registrations exceeds the event's maximum number of participants or the ADSA's budget, the Board of Directors may select the athletes on their own discretion or appoint a coach to organize a selection camp.

5.2.2. International Events

- 5.2.2.1. The CDSA is responsible for selecting athletes to represent Team Canada and communicating with the ADSA the names of the selected athletes.
- 5.2.2.2. The ADSA shall confirm with the CDSA on the amount and portion of the event costs being covered by CDSA for the athletes. The following information is required from CDSA:
 - 5.2.2.2.1. A copy of memorandum issued to athletes containing the following:
 - 5.2.2.2.1.1. Athlete names
 - 5.2.2.2.1.2. Event information
 - 5.2.2.2.1.3. Deposit amount(s)
 - 5.2.2.2.2. Any additional supporting information as requested by AGLC, such as letter of support from ADSA and/or from CDSA.

6. Allowable Reimbursement Items

- 6.1. In addition to ADSA's requirements, the types of transactions eligible for reimbursement are subject to AGLC regulations due to the Casino account being ADSA's default source of sponsorship funds. Allowable reimbursement would be decided by the Executive board.
- 6.2. In case of conflict between ADSA policies and AGLC policies, AGLC regulations must take precedence. Furthermore, CRA rules must take precedence above either ADSA or AGLC policies.
- 6.3. ADSA will cover the following transactions to be considered for Sponsorship upon max of individual limitation refer to Section 4:
 - 6.3.1. Transportation Costs, including:
 - 6.3.1.1. Flight tickets
 - 6.3.1.2. Vehicle Rentals and insurance.
 - 6.3.2. Equipment transportation
 - 6.3.3. Accommodation
 - 6.3.4. Registration Fees:
- 6.4. ADSA does not recognize the following transactions:

- 6.4.1. When points or similar are used to make purchases (e.g. points from rewards program, loyalty programs, etc)
- 6.4.2. Food and meals
- 6.4.3. Any flight insurance
- 6.4.4. Premium gasoline
- 6.4.5. Any optional fees or add-ons such as seat selections, meals, personal baggage, ticket upgrades, etc for flight bookings.

7. Procedure

7.1. In general, the following steps occur during the sponsorship process:

7.1.1. Planning

7.1.1.1. The executive board should identify the events at least 2 years in advance in preparation to aid with AGLC out-of-country itinerary planning and budget planning.

7.1.1.2. Sponsorship requirements and event information shall be communicated to eligible athletes during registration. Notably the following must be made clear to the athletes:

7.1.1.2.1. Clarify their responsibilities as ADSA athletes (e.g. submission the request of sponsorship form, and volunteer credit earned for the sponsorship.)

7.1.1.3. Sponsorship request form should be filled out by each athlete before the event at least 90 days.

7.1.1.4. The ADSA shall ensure that the number of athletes and maximum amounts are aligned with the requirements in Section 4.

7.1.1.5. Out-of-country events:

7.1.1.5.1. The ADSA should submit the AGLC out-of-country itinerary request form for tentative approval.

7.1.2. Reimbursement

7.1.2.1. The members submit receipts to ADSA within 15 days after the event.

7.1.2.2. The ADSA processes the receipts to calculate the eligible reimbursable amounts, up to the maximum amounts outlined in Section 4.

7.1.2.3. The ADSA makes payment to athletes by cheque or e-transfer.

7.1.2.4. The ADSA files all receipts and event information as required by the AGLC.

8. Appendix

8.1. Sponsorship Request Form

8.2. Alberta Deaf Pickleball Club Criteria

8.3. Alberta Deaf Golf Club Criteria

8.4. Alberta Deaf Darts Club Criteria

