



# Sponsor plan 2020-2021

## Internal version

<b>Index</b>		<b>Page</b>
<b>A</b>	<b>The workflow at a glance</b>	<b>3</b>
<b>B</b>	<b>The sponsor packages at a glance</b>	<b>4</b>
<b>01</b>	<b>Introduction</b>	<b>5</b>
<b>02</b>	<b>Sponsor packages</b>	<b>6</b>
<b>03</b>	<b>Supporting the Swedish national hockey teams</b>	<b>13</b>
<b>04</b>	<b>Ethical examination</b>	<b>14</b>
<b>05</b>	<b>Tax examination</b>	<b>16</b>
<b>06</b>	<b>The sponsor contract</b>	<b>17</b>
<b>07</b>	<b>Declaration tax check-up</b>	<b>20</b>
<b>08</b>	<b>Declaration ethical check-up</b>	<b>21</b>
<b>09</b>	<b>Contact</b>	<b>22</b>

# A

## The workflow at a glance



## **B**

### **The sponsor packages at a glance**

## Platinum IA or IB



Front shirt sponsor



Team effort



Commercial banner



Website banner



Business club

100.000 SEK/  
year (p.7)

## Gold II



Track suit or back  
shirt sponsor



Team effort



Commercial banner



Website banner



Business club

60.000 SEK/  
year (p.9)

## Silver III



Commercial banner



Website banner



Business club

15.000 SEK/  
year (p.10)

## Bronze IV



Commercial banner



Website banner



Preferred supplier



Business club

5.000 SEK/  
year (p.11)

## Individual request V

x SEK/ year  
(p.11)



# 01

## Introduction

Sports is one of the best ways to stay both physically and mentally fit. Field hockey is the third biggest sport in the world and offers a unique opportunity to maintain health for everybody no matter age, gender or physical ability. Supporting the Swedish field-hockey association (SLHF) is therefore creating both a great international exposure for your company, brand or product while supporting the well-being and health of many persons.

In the past 5 years field hockey has substantially grown in Sweden. Thereby the Swedish field hockey community has attained a network of enthusiastic hockey players, coaches, leaders and relatives who are creating the future of field-hockey in Sweden. The ultimate and ambitious goal is to prepare for a future of Swedish field hockey as one of the Olympic sports Sweden is excelling in! By stepping into a partnership today, you will contribute to this great journey from the start and join the big international field-hockey network in many countries that can offer not only exposure of your company or product, but also provide excellent opportunities for networking events like European championships, world championships and even Olympic games.

This sponsor plan is containing the guidelines, rules and regulations for attracting national and international sponsor to promote the growth of field hockey and indoor hockey (further referred to as field hockey) in Sweden. This sponsor plan thereby follows a well-structured way of recruiting, examining and agreements with sponsors as presented schematically bellow.

## 02

# Sponsor packages

Sponsoring Swedish field hockey is divided in a very easy to understand concept of five packages: **(I) platinum- head sponsor (split in IA or IB), (II) gold - primary partner, (III) silver - partner, (IV) bronze- preferred supplier and (V) individual sponsor request.** Each package has well defined benefits and contribution targets. A pre-set minimum contribution is specified for each category. Details upon agreement are in most cases open for negotiations and therefore additional prerequisites can be set. By these well-defined packages for sponsoring Swedish field-hockey we can assure continuation of all our activities on a long-term basis to create a professional and stable organization behind many of our activities. Each package has a defined maximum amount of availability (i.e. there is only 1 platinum sponsor). Some packages can be split up into two or more parts (i.e. platinum sponsor IA and IB). Last by becoming sponsor of SLHF, you will automatically join the SLHF business club which aims to organize at least 1 gathering per year for networking and exchanging ideas\*.

\* The business club is aimed to be set up in 2021 or later and until its establishment it will not be able to organize physical meetings. No rights can be reserved on being part of the business club.

## **IA. Platinum sponsor IA - head sponsor senior (18+)**

### ***What does it mean:***

The platinum sponsor package of SLHF is the sponsor package for the head sponsor of all senior related elite hockey activities from SLHF (i.e. activities for persons over 18 years old). It will offer your company or brand maximum exposure across all SLHF associated activities and is associated as the main promotor of health and sports among adults.

### ***What it includes:***

1. The logo of your company/ brand on the front of shirt of the national Swedish senior hockey teams (men & women).
2. A team effort from the Swedish junior hockey teams according to the guidelines as to be determined by the SLHF.
3. A sponsor banner used when official pictures of the national teams are presented on the website during official tournaments like European Championship, World Championship or Olympic-related tournaments.
4. An online sponsor banner on (i) the website of SLHF, (ii) underneath every official email from SLHF towards their members and (iii) underneath every match schedule for the senior competitions.
5. Member of the SLHF business club \* see page 5.

### ***What your contribution be spend on:***

As platinum sponsor IA, you will contribute to elite field-hockey of adults within the Swedish Hockey association (i.e. the Swedish national hockey teams) and upcoming hockey players over the age of 18 years old that are ready to play for the senior national teams.

### ***The sponsor contribution:***

The contribution is 100.000 Swedish Kroner/ year. Negotiation about the total sum is possible. Overbidding by another party that is also interested of becoming platinum sponsor IA may be possible when the contract is to be extended.

### ***The total number of IA packages: 1***

***Possibility to split the package: NO***

***Contract duration: 3 years (negotiation possible upon request)***

## **IB. Platinum sponsor IB - head sponsor junior (16-21 years old)**

### ***What does it mean:***

The platinum sponsor package of SLHF is the sponsor package for the head sponsor of all junior related elite hockey activities from SLHF (16- 21 years old). It will offer your company or brand maximum exposure across all SLHF associated activities and is associated as the main promotor of health and sports among youth.

### ***What it includes:***

1. The logo of your company/ brand on the front of shirt of the national Swedish junior hockey teams (U21, U18, U16: ask the elite committee which teams are active).
2. A team effort from the Swedish junior hockey teams according to the guidelines as to be determined by the SLHF.
3. A sponsor banner used when official pictures of the national teams are presented on the website during official tournaments like European Championship, World Championship or Olympic-related tournaments.
4. An online sponsor banner on (i) the website of SLHF, (ii) underneath every official email from SLHF towards their members and (iii) underneath every match schedule for the junior competitions.
5. Member of the SLHF business club \* see page 5.

### ***What your contribution be spend on:***

As platinum sponsor IB, you will contribute to elite field-hockey of youth within the Swedish Hockey association (i.e. the U21, U18 and U16 Swedish national hockey teams) with special regards to upcoming hockey players between the age of 16 to 21 years old.

### ***The sponsor contribution:***

The contribution is 100.000 Swedish Kroner/ year. Negotiation about the total sum is possible. Overbidding by another party that is also interested of becoming platinum sponsor IA may be possible when the contract is to be extended.

### ***The total number of IA packages: 1***

### ***Possibility to split the package: NO***

### ***Contract duration: 3 years (negotiation possible upon request)***

## II. Gold sponsor - primary partner Swedish field-hockey

### ***What does it mean:***

The **gold** sponsor package of SLHF is the sponsor package to support all the Swedish national hockey teams or one of them. It will offer your company or brand exposure across all activities associated with our national field-hockey teams.

### ***What it includes:***

1. The logo of your company/ brand on the track-suit or back of the shirt of the national Swedish hockey teams.
2. A team effort from the Swedish junior hockey teams according to the guidelines as to be determined by the SLHF.
3. A sponsor banner used when official pictures of the national teams are presented on the website during official tournaments like European Championship, World Championship or Olympic-related tournaments.
4. An online sponsor banner on (i) the website of SLHF, (ii) underneath every official email from SLHF towards their members and (iii) underneath every match schedule for the all competitions.
5. Member of the SLHF business club \* see page 5.

### ***What your contribution be spend on:***

As gold, you will contribute to elite field-hockey of youth within the Swedish Hockey association (i.e. the Swedish national hockey teams) and upcoming hockey players between the age of 16 to 21 years old.

### ***The sponsor contribution:***

The contribution is minimum 60.000 Swedish Kroner/ year. Negotiation about the total sum is possible. Overbidding by another party that is also interested of becoming gold sponsor may be possible when the contract is to be extended.

### ***The total number of gold packages: 6***

***Possibility to split the package:*** YES, this package has the possibility to be split to a team specific package. The contribution per team is minimum 10.000 Swedish Kroner/ year.

***Contract duration:*** 2 years (negotiation possible upon request)

### III. Silver sponsor - partner Swedish field-hockey

***What does it mean:***

The silver sponsor package of SLHF is the sponsor package to support the Swedish hockey and the Swedish national hockey teams. It will offer your company or brand exposure across hockey-related activities of the SLHF. This package does not solely include the national hockey teams but supports both the growth of field-hockey in Sweden in a broader way.

***What it includes:***

1. An online sponsor banner on the website of SLHF.
2. An online sponsor banner underneath every match schedule for officially organized competitions by SLHF.
3. Member of the SLHF business club \* see page 5.

***What your contribution be spend on:***

As silver sponsor, your will contribute to both the development and promotion field-hockey in Sweden and to the Swedish national hockey teams.

***The sponsor contribution:***

The contribution is minimum 15.000 Swedish Kroner/ year. Negotiation about the total sum is possible. Overbidding by another party is not possible and therefore the contribution asked upon extension of the contract is based upon a two-yearly follow-up of the sponsor plan.

***The total number of silver packages:*** no maximum

***Possibility to split the package:*** NO

***Contract duration:*** 2 years (negotiation possible upon request)

## IV. Bronze sponsor - preferred supplier Swedish field-hockey

### ***What does it mean:***

The **bronze** sponsor package of SLHF is the sponsor package to support the Swedish hockey as preferred supplier. That means that the SLHF will sign a contract based upon the preferences of both your company and SLHF that will favor the developments of Swedish field-hockey in any terms of agreement. It is important to note that the preferred supplier cannot benefit from prerequisites of package IA and/ or IB!

### ***What it includes:***

1. An online sponsor banner on the website of SLHF.
2. An online sponsor banner underneath every match schedule for officially organized competitions by SLHF.
3. Your brand/ company is upon specific agreement terms preferred supplier of hockey-related needs of the SLHF.
4. Member of the SLHF business club \* see page 5.

### ***What your contribution be spend on:***

As bronze sponsor, you will contribute to both the development and promotion field-hockey in Sweden and possibly to the Swedish national hockey teams. The deviation of the contribution to a pre-determined part (i.e. clothing supplier, material supplier or any other) is set upon negotiation with the sponsor committee and to be approved for by the board of SLHF.

### ***The sponsor contribution:***

The contribution for becoming preferred supplier of SLHF is 5000 SEK/ year. Negotiation about the total sum is NOT possible. Overbidding by another party is not possible and therefore the contribution asked upon extension of the contract is based upon a two-yearly follow-up of the sponsor plan.

***The total number of bronze packages:*** maximum number depends on specific asset of supply.

***Possibility to split the package:*** not applicable.

***Contract duration:*** minimal 1 maximum 3 years (negotiation possible upon request)

## V. Individual sponsor requests

### ***What does it mean:***

Sponsors that have an individual request can apply for an individual sponsor request. The SLHF asks to briefly describe why their sponsor offer cannot fit into one of the packages I until IV. The sponsor committee of the SLHF will thereafter make an examination of the requests and will send a recommendation to proceed upon approval of the request or decline if the individual can be fit into one of the pre-determined packages.

### ***What it includes:***

1. A sponsor request upon terms that are described by the sponsor (e.g. sponsoring individual players, leagues or other).

### ***What your contribution be spend on:***

The terms of contribution are to be decided upon agreement between the sponsor and the SLHF and to be clearly stated in the contract

### ***The sponsor contribution:***

The contribution for becoming an individual sponsor is to be determined by the sponsor itself.

***The total number of packages:*** no maximum.

***Possibility to split the package:*** not applicable.

***Contract duration:*** minimal 1 maximum 3 years (negotiation possible upon request)

## 03

# Supporting the national Swedish hockey teams

Becoming sponsor of the SLHF national teams means you are contributing to the goals of the national teams that are described in the developmental plan. One of the major goals is to reach the European Championships 1 in 2029 and participate in the youth Olympics which will both contribute to achieving "the Olympic dream" (i.e. the Swedish national hockey teams on the Olympics).

The developmental plan is an official document from SLHF and RF that fills the purpose to (i) help the development of the international competitiveness of the national Swedish hockey teams, taking in mind well analyzed steps, requirements and the international rules and regulations that apply, and to (ii) serve as a written basis for all who are involved with the developments of the national Swedish hockey teams. Based upon that an estimate calculation has been made for the yearly budget of the Swedish national hockey teams (the most recent budget is available upon request and varies per year). The SLHF strives for an at least 2-year coverage of the budget that is needed by actively recruiting sponsors according to this sponsor plan and the pre-set sponsor categories. In case you are interested in the goals and developmental plan of the national Swedish Hockey teams, please contact the elite committee of the SLHF. Contact details can be found on [landhockey.se](http://landhockey.se).

# 04

## Ethical examination

Each sponsor contract and request is ethically examined by the sponsor committee. They evaluate a proposed contact upon the terms as described below:

### A) Discrimination

A sponsor request is examined upon **7 values of discrimination** bases which are: gender, transgender identity or expression, ethnicity, religion or belief, disabilities or invalidity, sexual orientation age. Discrimination upon any of these values may lead to a decline of the sponsor request and appropriate measure will be taken in case of violation of these values. The values of discrimination are summarized in three keywords: bullying, indignity and discrimination. The definitions are defined as follows:

i.) Bullying: use superior strength or influence to intimidate (someone), typically to force them to do something.

ii.) Indignity: treatment or circumstances that cause one to feel shame or to lose one's dignity.

iii.) Discrimination: the unjust or prejudicial treatment of different categories of people, on the grounds gender, transgender identity or expression, ethnicity, religion or belief, disabilities or invalidity, sexual orientation and age

### B) Alcohol, tabaco, drugs and medicine

Due to Swedish law, the sponsor committee of is obliged to decline any sponsor requests that promote the use of alcohol, tabaco, drugs and/ or medicine or any activities that are related to the use of these. Sponsor requests of alcohol producing beverage may sponsor only if promoting their non-alcohol products.

### C) Conflict of interest

A sponsor request is examined upon "conflict of interest" which is defined as: a situation in which the sponsor or sponsored (as defined in the contract, section 06 of this document, ¶ A) is in a position to derive personal benefit from actions or decisions made in their official capacity. In case of a severe conflict of interest the sponsor committee may decide upon declaring a decline of the sponsor contract towards the board of SLHF.

#### **D) Freedom of decline**

The board of the SLHF has the right to under any circumstances decline a sponsor requests upon other values that are considered harmful and/ or unethical by the ruling board of that year.

**Each sponsor request is ethically examined by the sponsor committee prior to agreement. A sponsor contract is therefore to be supplemented with the "declaration ethical check-up" form for ethical approval, which should be signed by the sponsor committee with the recommendation or decline before it is send to the board of SLHF. The declaration ethical check-up form is enclosed with this sponsor plan in section 08. Recommendation for ethical approval can at any time be withdrawn by the sponsor committee and the board of SLHF has the right to terminate a sponsor contract in case of violation by the terms described above in section 05.**

# 05

## Tax examination

The income of SLHF that have a clearly determined purpose that is in agreement with the purposes of the SLHF are free of tax. A sponsor must get a return (SWE: "motprestation") for their financial contribution and four conditions are to be met that are described on the website of the Swedish tax office (SWE: "skatteverket"). The SLHF is obliged to work with financial sponsor contributions in accordance to the rules stated by skatteverket and therefore is working with the pre-determined sponsor packages that clearly state the return effort that the SLHF offers the sponsor. Sponsor packages I until IV are therefore formulated conform the rules that apply and do need a simple check-up by the sponsor committee before sending a recommendation to the board of SLHF. The individual sponsor request (package V) will require an additional check-up if all rules of skatteverket are fulfilled and is therefore not preferred. For more information see also:

<https://www.skatteverket.se/foretagochorganisationer/foreningar/ideellforening/villkorforattvaraen.allmannyttigideellforening.4.70ac421612e2a997f85800029958.html>

**Each sponsor request is therefore to be supplemented with the "declaration tax check-up" form for rules and regulations of skatteverket, which should be signed by the sponsor committee with the recommendation or decline before it is send to the board of SLHF. The declaration tax check-up form is enclosed with this sponsor plan in section 10.**

# 06

## The sponsor contract

### The undersigned parties

¶ A. <name of organisation being sponsored> statutory located in <place> according to its statutes represented by <signatory representative person> hereafter being called "the sponsored" and

¶ B. <name of organisation that is sponsor > statutory located in <place> , with organization number <organisation number and or tax number> according to its statutes represented by <signatory representative person> hereafter being called "the sponsor "

### declare to have agreed upon:

¶ C. The introductory provisions

#### Article 1 (content)

The sponsored hereby grants the right to the sponsor, who declares to accept the sponsor's right, to use the communication possibilities of the sponsored party, which are part of the sponsor package developed by the sponsored party (i.e. as described in the sponsor package < define the sponsor package > ), referred to in article 6, for the publication / promotion of sponsors. name, products and / or services.

#### Article 2 (duration and cancellation)

This agreement is entered into for a definite period, namely <define number of> years, starting on <date> and therefore ending on <date> . The agreement will automatically terminate after the expiry of the agreed period.

#### Article 3 (premature termination)

This agreement can be terminated prematurely by both parties if the other party fails, applies for a moratorium, or is dissolved or liquidated. Premature cancellation can also occur if the sponsor does not confirm with the rules of the ethical considerations as described in section 05 of the SLHF "sponsor plan 2020-2021". Premature cancellation must be made by registered letter, stating the reasons. In the event of premature termination as referred to in this article, no refund will be made that has already been paid or performed under this agreement.

¶ D. The sponsor's obligations

#### Article 4 (sponsor amount)

The sponsor undertakes to pay a sponsor amount of <define amount> SEK excluding VAT per <year or years> , to be paid to the sponsored in advance at least within one month after signing the sponsor contract by both the sponsor and the sponsored.

#### Article 5 (non-transferability)

The sponsor is not permitted to transfer his rights under this agreement, in whole or in part, to third parties without the sponsored consent.

#### ¶ E. The sponsored Obligations.

#### Article 6 (The sponsored return/ motsprestation)

The sponsored will perform the return (motsprestation) as stated in section 02 of the SLHF "sponsor plan 2020-2021" for the sponsor under this agreement. The description of the return has to be enclosed and signed by both the sponsor and the sponsored together with this sponsor contract. Any additional prerequisites or adjustments have to be clearly stated (especially with regards to an individual sponsor request, i.e. package V).

#### Article 7 (representativeness)

The sponsored party ensures the performance by or on behalf of her in whatever context meets the requirements of representativeness. The sponsored party will refrain from any actions and / or behaviors that could result to which the sponsor's good name may be discredited.

#### ¶ F. Other provisions.

#### Article 8 (shortcoming)

In the event of non-fulfillment by one of the parties of one or more obligations under this agreement or the law resting on him or her, the other party has the right to dissolve the agreement after written notice, without prejudice to the right of the other party to claim fulfillment of the agreement and / or compensation.

#### Article 9 (termination)

After termination of this agreement, for whatever reason, the parties will no longer be allowed to exercise in any way any rights that each party could derive from this agreement, especially with regard to the use of the name of the other party. In particular, the sponsor is not entitled to acquire any form of post-publicity after termination of the agreement.

#### Article 10 (disputes)

Parties will endeavor to resolve disputes that may arise as a result of this agreement in the first instance by mutual agreement. Should these efforts not lead to a solution, the dispute will in the second instance be brought before the competent court, unless a different method of conflict resolution, such as mediation or arbitration, is agreed in writing between the parties. A dispute is deemed to be present as soon as one of the parties informs the other party of this by registered letter.

Article 11 (dissolution, discontinuation, merger and/ or liquidation of the sponsor or sponsored)

In case of dissolution, discontinuation or liquidation of the sponsor or the sponsored, the sponsor contract will be ended per immediate. In case of a merger of the sponsor or sponsored with another party, both the sponsor and the sponsored will endeavor action to continue the agreement upon the previously agreed conditions as stated in this signed contract.

Article 12 (ethical examination)

The sponsor agrees upon an ethical examination as defined in section 05 of the SLHF "sponsor plan 2020-2021" prior to agreement (i.e. signing the sponsor contract) with the sponsored. The sponsored party has the right to decline the sponsor contract if ethical objections are raised. In such case the sponsored is obliged to inform the sponsor through a written consent.

Article 11 (applicable law)

The Swedish law applies to this agreement.

¶ G. Signed in duplicate at

<place> , dated <date>

<name of sponsored>

<name representative person sponsor>

<function>

Signature of sponsored:

<name of sponsor >

<name representative person sponsor>

<function>

Signature of sponsor:

# 07

## Declaration ethical check-up

The proposed sponsor contract with <name of organisation that is sponsor > statutory located in <place> , with organization number <organisation number and or tax number> according to its statutes represented by <signatory representative person> of the sponsor contract has been ethically examined upon the rules that are stated in section 05 of the SLHF "sponsor plan 2020-2021". This examination has been performed by the sponsor committee or elite committee by <name of responsible person in sponsor committee or elite committee > on <date > who has decided upon <recommendation / decline > of the proposed sponsor contract attached with this declaration.

This ethical check-up has been performed and judged that there is (yes or no) an ethical issue with the sponsor contract upon the following values:

	YES/ NO	
A) Discrimination	<input type="checkbox"/>	<input type="checkbox"/>
B) Alcohol, tabaco, drugs and medicine	<input type="checkbox"/>	<input type="checkbox"/>
C) Conflict of interest	<input type="checkbox"/>	<input type="checkbox"/>

The sponsor committee has decided upon (recommendation/ decline) of the sponsor contract:

**Recommends**  **Declines**

This ethical check-up has been signed by:

<name of responsible person sponsor committee or elite committee>

<function>

In case of decline upon ethical examination, please state the reasons bellow:

< reasons for decline/ comments upon approval >

Signature:

# 08

## Declaration tax check-up

The proposed sponsor contract with <name of organisation that is sponsor > statutory located in <place> , with organization number <organisation number and or tax number> according to its statutes represented by <signatory representative person> has been examined by the sponsor committee or elite committee by <name of responsible person sponsor committee or elite committee > on < date > who hereby declares that the proposed sponsor contract fulfills the rules and regulations that apply by the skatteverket as stated in section 06 of the SLHF "sponsor plan 2020-2021".

<name of head responsible sponsor committee or elite committee>

<function>

In case of no fulfillment of the rules and regulations of skatteverket, please state the reasons bellow:

< reasons for decline >

Signature:



# 09

## Contact

The most recent contact details of SLHF and the sponsor or elite committee can always be found on [landhockey.se](http://landhockey.se) . As of the latest update of this document, the contact details are as follows:

### Mail

[info@landhockey.se](mailto:info@landhockey.se)

### Phone

Monika Stylin, General Secretary

+46721558144

### Address

Svenska Landhockeyförbundet

Engelbrektsgatan 26

411 37 Göteborg

### Organization Number

857204-3399



**Svenska  
Landhockeyförbundet**  
Swedish Hockey Association