



# SHERWOOD PARK MINOR HOCKEY ASSOCIATION

590 Broadmoor Boulevard, Sherwood Park, Alberta, T8A 4Z2

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## SPONSORSHIP PACKAGE



*Our mission is create positive opportunities and experiences for all players through innovative leadership & exceptional service*

# GET IN THE GAME WITH SPMHA

The Sherwood Park Minor Hockey Association (SPMHA) was incorporated in 1977. Even before its official incorporation, the SPMHA was dedicated to a basic goal: providing the youth of Sherwood Park with the best possible hockey experience and building a better, stronger, community through hockey.

The SPMHA is the 2nd largest minor hockey association in Alberta. The SPMHA delivers programs to over 1,700 athletes, between the ages of 4-21 years of age. The SPMHA reaches a broad demographic of players and more than 3,400 parents, plus friends and family members who take in hockey games and practices at arenas in Sherwood Park and Strathcona County.

Sponsorship plays a vital role in developing and sustaining our minor hockey program and sponsors are valued members of our team. There is a mutual benefit to our partnership: you are helping us make our programs affordable and accessible to Sherwood Park's youth and your organization will, in turn, have increased brand visibility with increased opportunities for brand awareness. We offer a variety of sponsorship options and opportunities. Each option is designed to provide creative brand recognition and is intended to fit within a corporate advertising budget. Please review these partnership options and opportunities. We are also open to new ideas—if you have an idea or promotion that is better suited to your marketing strategy, please let us know. We would love to have you on our team. It truly is a great time to **get in the game!**

Thank-you for your time and your kind consideration.

Yours Sincerely,



President, SPMHA



# BUILD YOUR TEAM

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We have a variety of Partnership and Sponsorship opportunities for your company designed to maximize exposure of your brand and promote your involvement and commitment in the community.

Please use this brochure to pick and choose the item or items you believe will deliver your message in the most effective and affordable manner. Turn your support into a **Dynasty** and take advantage of our added value multi-year, multiple item and production design discounts.

## ARENA BANNERS

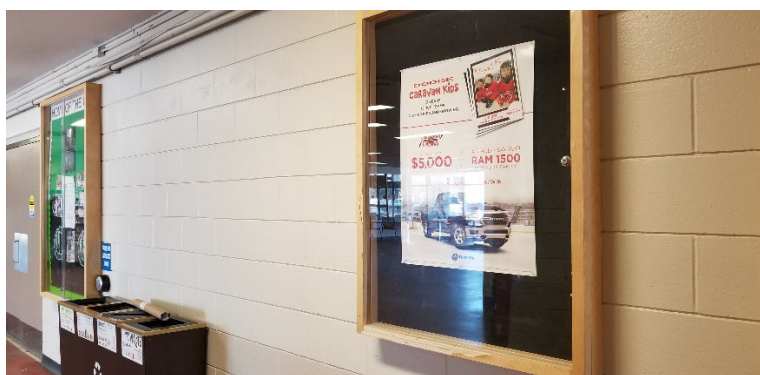
These 8ft x 4ft overhead banners are a terrific way to get out in front of the crowd. Banners hang from the ceiling and over the ice surfaces of Sherwood Park and the County of Strathcona arenas. Capture an audience which includes players, parents, friends and family totaling thousands of up close and personal viewings. By sponsoring with SPMHA, it's easy to boost recognition and reinforce your support of minor hockey within your community. Arenas located in this program include Sherwood Park Sports Centre (Shell), Glen Alan Recreation Complex, Strathcona Olympiette Centre, Ardrossan Recreation Complex – West, and Moyer Recreation Centre.



(see rate card for information)

## SPMHA COMMUNITY BOARD

Located in the Main Lobby of the Sherwood Park Arena, the SPMHA COMMUNITY BOARD enjoys several thousand viewings each hockey season with minor hockey participants, parents and visitors plus fans of the Sherwood Park Crusaders and the Alberta Junior Hockey League in attendance for regular season and playoff games. The SPMHA COMMUNITY BOARD can be accessed throughout the year and offers several static advertising options from Entry Level (Business Card) to MVP (most visible poster 18" x 30").



(see rate card for information)



# RINK BOARDS

Our U9 Intro to Hockey program utilizes a game format that requires a center ice board divider. Get an NHL® feel with your Rink Board advertising allowing for focused attention and all eyes on the ice during games and tournaments. Rink Board decals are approximately 3' x 8' giving you 48 square feet (two-panel advertising) or up to 384 square feet per divider (both sides of the divider dedicated to your company).



(see rate card for information)

*The Optimizer Rink Board Divider System is manufactured by the same company who makes rink boards for several NHL® teams and buildings including New York's Madison Square Garden*

# TOURNAMENT TITLE SPONSORSHIP

Sherwood Park Minor Hockey Association hosts several tournaments each season and can use a helping hand with the overhead of planning, organizing and executing the successful events. We're not looking for a simple donation, but rather we want to return the gesture in kind with maximum and on-going exposure for several years with significant recognition and reference to your company name and brand with one of our annual in-season or Provincial Playoff tournaments. TITLE SPONSORSHIP includes your company name on all tournament signage, advertising, media releases, banners and any associated awards. This is **your** event! We're here to organize and run it for you.

(see rate card for information)

# TOURNAMENT PROGRAM SPONSOR

Not ready to take on an entire tournament? Let us offer **TOURNAMENT** and **PROGRAM SPONSORSHIP** advertising and gift pack options. We have five options and sizes for a Program Advertisement or be recognized as one of our **MVP**, **HEART & HUSTLE**, or **BRICK WALL** sponsors to honor an individual player for his or her effort and sportsmanship.

*\*Subject to Availability See rate card for information*

# TEAM SPONSOR

Our Association wants to make the game of hockey accessible and affordable to all parents and participants. We can't deliver our programs and services, which includes Hockey Canada and Hockey Alberta Development Initiatives for Players, Coaches, and Parents without your help. Registration fees, equipment and ice rentals can affect a family's annual household budget. A **TEAM SPONSOR** makes a moderate contribution for maximum returns with cresting on team jerseys, online recognition and reference to your company in any statistical information (Standings, Schedules, Newsletters). You'll also be presented with year-end recognition in the form of a team photo and/or plaque to proudly display in your place of business showing your customers and employees your commitment in the community.

(see rate card for information)

# DIVISION SPONSOR

Sherwood Park Minor Hockey Association provides development programs for athletes aged from 4 to 18 with divisions from U7 to U18. With national sponsors taking on huge roles as supporters of U7 and U9 programs across Canada, our local U11, U13, U15 and U18 athletes are often forgotten, but a very important demographic for our community and your company. DIVISION SPONSORS receive recognition with a SPMHA website advertisement, reference to the league in all advertising and online statistics information as **your** Division which will include a minimum of six teams. The most important recognition is the crest or shoulder patch on each jersey in your division displaying your company colors and logo. **Go wherever our players go!**

(see rate card for information)

THIS IS A SAMPLE ONLY, NOT FOR DISTRIBUTION

SPMHA  
PLAY YOUR  
**FACE OFF**  
POWERED BY  
panago

NOVICE TOURNAMENT  
December 27-30, 2019

**48 TEAMS  
4 GAME GUARANTEE  
PLAYER GIFTS  
HEART & HUSTLE AWARDS  
RAFFLES & PRIZES**

Visit [spmha.ab.ca/tournaments](http://spmha.ab.ca/tournaments) to register

## WEBSITE ADVERTISING



Reach thousands of visitors every season as our Website Sponsor and take advantage of Marquee Billing on our Home Page and the flexibility to update or change your message and any special promotions you may be offering monthly. Your partnership will assist us in upgrading and ensuring we are maximizing our website capabilities to capture and hold our members' and your customers' attention.

*(see rate card for information)*

## E-MAIL & ONLINE ADVERTISING



An exclusive program for our PARTNERS is access to our website for advertising and e-mail announcements or "blasts" to our membership. All PARTNERS will receive website recognition, but you can boost your presence. You can also take advantage and focus your message with e-mail access through our Association to a specific group or groups of SPMHA Hockey Insiders. A quick, affordable way to advertise a special promotion, training camp, fitness program or fundraiser. Non-partners can still purchase an e-mail blast at premium pricing.

*(see rate card for information)*

## NEWSLETTER



Produced on a "hockey" quarterly basis, this online publication features stories on players, coaches, the Association and coaching tips, drills and updates from Hockey Canada and Hockey Alberta. Ad placement in our NEWSLETTER is an effective way to support our Association and an efficient way to show your **Team Colors!** The SPMHA will ensure content is relevant and worthy of readership to maximize exposure for your company. The Newsletter coincides with Fall Evaluations in September, Pre-Christmas Events in early December, Pre-Playoff Events in February and Registration in May.

## YOU'VE GOT IDEAS TOO!



We're always open to new ideas. If you have a tailor-made sponsorship idea you'd like to pitch, contact us and we'll work together to develop a program that works for you!



**\*Sponsorship opportunities are provided on a first come basis and are therefore subject to availability. Receipts for advertising expense are issued to sponsoring businesses and individuals. Donors receive a tax receipt for their donation to our Development Fund or our Equipment Fund. Donors do not get the same exposure as advertisers. Logos, ceiling banners or website banners are to be provided by the participating businesses. Artwork can be arranged by SPMHA at an additional cost.**

# RATE CARD

A separate fee for artwork, set up and production cost will be added to orders where applicable. Clients can provide their own artwork or product provided it is approved by the SPMHA.

## ARENA CEILING BANNERS

*\*Specific Arena Location is Not Guaranteed*

ITEM	DESCRIPTION	COST + GST	DYNASTY
Arena Banner	Ceiling Banner 8' x 4' (Client provides artwork & banner)	\$750 (installation incl.)	2-year commitment - \$650/year 3-year commitment - \$500/year

## COMMUNITY BOARD

*\*Located in the Main Lobby of the Sherwood Park Arena*

ITEM	DESCRIPTION	COST + GST	DYNASTY
Community Board	2"x3" Business Card	\$25 / month \$50 / half season \$80 / full season	\$120.00 / two (2) seasons
Community Board	8.5"x11" Mini Poster	\$50 / month \$100 / half season \$160 / full season	\$300 / two (2) seasons
Community Board	18"x30" Full-Size Poster	\$90 / month \$150.00 / half season \$250 / full season	\$400 / two (2) seasons

## RINK BOARDS\*

ITEM	DESCRIPTION	COST + GST	DYNASTY
Rink Boards	Approx. 3'x8' Rink Board Panel 2-side Cost is for a Two-Year Term SP Shell	\$1,500.00/ 2 panels (decal not incl.)	\$2,700.00/ 4 panels 2 panels per rink
Rink Boards	Approx. 3'x8' Rink Board Panel 2-side Same as Above but at Millenium	\$1,650.00/ 2 panels (decal not incl.)	\$2,700.00/ 4 panels 2 panels per rink
Rink Boards	Approx. 3'x16' Rink Board Panel 2-side Cost is for a Two-Year Term SP Shell	\$2,700.00/ 4 panels (decals not incl.)	\$4,900.00/ 4 panels 2 panels/side 2 rinks
Rink Boards	Approx. 3'x64' Exclusive Side <b>SP Shell</b> Cost is for a Two-Year Term	\$4,860.00/ 8 panels (decals not incl.)	\$9,000.00/ 2 sides* (exclusive advertiser)
Rink Boards	Approx. 3'x64' Exclusive Side <b>Millenium</b> Cost is for a Two-Year Term	\$5,800.00/ 8 panels (decals not incl.)	\$10,200.00/ 2 sides* (exclusive advertiser)

*\* "Exclusive" Pricing is for a Two-Year Commitment*

*Cost can be split 4 payments over 24 months (Decal Production must be pre-paid)*

## TOURNAMENT & EVENT SPONSORSHIP

ITEM	DESCRIPTION	COST + GST	DYNASTY
Title Sponsorship	Exclusive Naming Rights & Branding for an entire Event – (Advertising, Media Releases, Program Cover	\$2,000	2-year commitment \$3,000.00 -or- 3 tournaments per year \$5000.00 -or-3 tournaments & 2-year commitment \$9,000.00
Heart 'n Hustle Award Sponsor <i>* Subject to Availability</i>	Public Address Recognition & Company Logo on Trophy or Medallion after each pool game	\$1,500	Commitment to 3 tournaments per season \$4000
MVP Award Sponsor <i>* Subject to Availability</i>	Public Address Recognition & Company Logo on Trophy or Medallion after each pool game	\$1,500	Commitment to 3 tournaments per season \$4000
Brick Wall Sponsor <i>* Subject to Availability</i>	Public Address Recognition & Company Logo on Trophy or Medallion after each pool game	\$1,500	Commitment to 3 tournaments per season \$4000
General Sponsor	Get recognized for your tournament contribution in our tournament program, app, website, and social media	\$200	Commitment to 3 tournaments per season \$500
Team Sponsor	Choose to sponsor a team for the entire tournament. Your company logo will accompany their team in the tournament program.	\$300	n/a

## TOURNAMENT PROGRAM ADVERTISING

ITEM	DESCRIPTION	COST + GST	DYNASTY
Tournament Program Ad	Quarter Page - 4.25" x 2.75"	\$100	Multiple Tournament \$90.00 per program
Tournament Program Ad	Half Page - 4.25" x 5.5"	\$150	Multiple Tournament \$135.00 per program
Tournament Program Ad	Full Page (interior pages) - 8.5" x 5.5"	\$250	Multiple Tournament \$225.00 per program
Tournament Program Ad	Full Page Inside Front/Back Cover - 8.5" x 5.5"	\$350	Multiple Tournament \$300.00 per program
Tournament Program Ad	Banner Ad – Schedule or Roster Page	\$120	Multiple Tournament \$100.00

## DIVISION & TEAM SPONSORSHIP

ITEM	DESCRIPTION	COST + GST	DYNASTY
Division Sponsor- U11, U13, U15, U18	Minimum of 6 teams in a Division Shoulder Patch or Chest Patch/Website	\$4000 (crests & sewing not incl.)	Multiple Years (min. 2) \$2700.00 per season (sewing incl. crest not incl.)
Team Sponsor	Jersey Crest ( <i>supplied by client</i> ) and recognition of Company in team name	\$1000 (sewing not incl.)	Multiple Years (min 2) \$900.00 per season (sewing incl.)

## WEBSITE & DIGITAL ADVERTISING

ITEM	DESCRIPTION	COST + GST	DYNASTY
Home Page	Home Page Title Advertising Site "Powered by Your Company"	\$3,500.00	Multiple Years less 10% applied on renewal
Company Banner	Your Company Logo with hyperlink access to your website	\$250	Multiple Years less 10% applied on renewal
The SPMHA Insider Newsletter	Home Page Advertising with Feature 2 ¼ x 7" Newsletter e mailed to Association Members and Sponsors	\$250	Multiple Editions (4 per hockey season) \$750.00
E Mail "Blast" Division	Focus Your Message to a Specific Division	Non-partner \$200	Partner ( <i>at least one other item purchased</i> ) 100
E Mail "Blast" Membership	Reach our accessible Membership with an E-Mail "Blast"	Non-partner \$350	Partner ( <i>at least one other item purchased</i> ) \$250
E Mail "Blast" Partner Exclusive	Partnerships more than \$ 3,500.00 annually will receive 1 complimentary <b>Division</b> E Mail Blasts	Major Partner FREE	Partnership more than \$5,000.00 1 complimentary Membership E Mail Blast