



SYLVAN LAKE MINOR HOCKEY ASSOCIATION

SPONSORSHIP PACKAGE

2024-2025

ABOUT US

Sylvan Lake Minor Hockey Association is a non-profit sports organization run by a volunteer Board of Directors. We are members in good standing with Hockey Alberta and the Central Alberta Hockey League (CAHL). While our association has excellent commitment through parents and volunteers, we must rely on outside sources to help sustain our quality programs.

Sponsorship has always played a vital role in the development of our minor hockey program and we are very grateful to all the sponsors that have, and continue to be involved. Sponsoring SLMHA is like joining a tight knit community where your contribution is recognized and makes a real difference in providing youth hockey programming. Each sponsorship option is designed to provide creative brand recognition and is intended to fit within a corporate advertising budget. While we have a number of predefined opportunities ranging from a significant partnership to a small commitment, 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! ┐



WHY SPONSOR LAKERS HOCKEY

By sponsoring our association, your business will enjoy unparalleled exposure to over 400 registered players, as well as thousands of parents, fans, and other stakeholders who attend games and tournaments throughout Alberta and beyond. Your company logo will be prominently displayed on team jerseys, allowing you to build a strong community presence and foster a sense of partnership. Additionally, your organization will benefit from increased visibility through our website, which attracts significant daily traffic. The sponsorship funding will be carefully managed by our board of directors to achieve maximum impact, with funds being allocated towards reducing costs for minor hockey families, purchasing new equipment, and supporting additional training and development activities that enhance the skills and leadership abilities of players and coaches alike.



GOLD SPONSOR SYLVAN LAKE MINOR HOCKEY - \$ 2000

[Team Jersey Sponsorship]

SLMHA's jerseys are getting tired as a result we will be giving the opportunity for sponsors to display their name and logo on our new sets. For \$2000/season a name bar with your logo and company name will be attached to one set of team jerseys.

Your sponsorship will also include :

- Premier home page ad placement on SLMHA website with your company logo & link to your company website on our "Sponsors" page
- Featured in SLMHA social media posts
- Logo on SLMHA sponsorship wall.

Please Note: All requests will be fulfilled on a first come, first served basis. If your preferred team is already taken, SLMHA will select a team for you or give you an opportunity to choose another. Jerseys are the property of Sylvan Lake Minor Hockey. Players or coaches are not allowed to keep their jerseys at the end of the season. The goal as an organization is to keep our fees affordable for families and not replace all jerseys each year. One " set " means 21 home and 21 away jerseys.

SILVER SPONSOR SYLVAN LAKE MINOR HOCKEY - \$ 1250

- Your logo on one SLMHA teams helmets.
- Logo & link to company website on "Sponsors" page
- Featured in SLMHA social media
- ¼ page ad in tournament programs
- Logo on SLMHA sponsor wall

BRONZE SPONSOR SYLVAN LAKE MINOR HOCKEY - \$ 500

- Logo & link to company website on "Sponsors" page
- Mention in SLMHA social media
- Logo on SLMHA sponsor wall

RINK BOARD SPONSORSHIP

The Nexsource Centre is home to Sylvan Lake's indoor arena and draws numerous patrons through its doors each year. The Nexsource Centre hosts the Sylvan Lake Wranglers, other amateur sports organizations, and recreation programs all year round. Rink board advertising can provide your company a great opportunity to increase your business exposure. Rink board advertising allows for focused attention and all eyes on the ice during games, tournaments, public skating and other events.

Annual Pricing*

- 8-ft. rink board \$1,500 or can be added to any sponsorship package for \$1,000

Half Ice Rink Boards Used for U7 and U9 Hockey)

- 6ft. rink board - \$1,200, or can be added to any sponsorship package for \$800

MONETARY DONATION

A contribution of your choice is donated to SLMHA . Funds are distributed amongst the league to keep overall costs down for players. Fees will help offset ice costs, tournaments and registration fees.

IN KIND DONATION

If you are unable to make a monetary contribution but would like to donate an item from your business , or would like to make a donation in addition to your sponsorship SLMHA would gratefully accept donations to be used in silent auctions and/or raffles at events in the coming season.

NEXT STEPS

Thank you for taking the time to consider corporate sponsorship opportunities within Sylvan Lake Minor Hockey.

For more information on our program or to secure your corporate sponsorship please reach out to us at vpfinance@slmha.hockey.

We look forward to working with you.

www.sylvanlakeminorhockey.ca

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