



STRATHCONA MINOR HOCKEY ASSOCIATION
PO Box 29, Ardrossan, AB T8E 2A1
smhahockey.com

Strathcona Minor Hockey Association

2022–2023 Sponsorship Program

Strathcona Minor Hockey Association (SMHA) is a non-profit organization that is the proud home association for 700+ young athletes. We have a wide variety of programming and development aimed at ensuring each player is getting the richest possible experience in a spectacular sport. As outlined in our policies and procedures, our vision is to foster an environment so that any individual wishing to participate in minor hockey can do so in a safe, sportsmanlike, and fun manner. At SMHA our players learn more than simply the sport of hockey; they learn skills in team work, dedication and respect. These are necessary skills for their entire lives and will help them become successful adults. SMHA is offering a **Sponsorship Program** for the 2022-2023 winter hockey season. With your generosity we will be able to provide the players with an outstanding experience.

AS A BONUS THIS YEAR UP TO 20% OF YOUR SPONSORSHIP CAN BE ALLOCATED TO THE REGISTRATION COST OF ONE PLAYER IN THE SMHA (not applicable to Jersey Sponsorships, maximum \$500 Rebate)

ARENA BANNERS

These 4' x 8' 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 your audience which includes players, parents, friends and family totaling thousands of up close and personal viewings. If your company has a unique brand or logo, it's never been so easy to boost recognition and reinforce your support of Minor Hockey and the Community. Arenas located in this program include Sherwood Park Sports Centre, Glen Alan Recreation Complex, Strathcona Olympiette Centre, Ardrossan Recreation Complex – West, and Moyer Recreation Centre. Individual banners can be purchased for \$750 for one season, \$1200 for two seasons (\$600 per year) and \$1500 for three seasons (\$500 per year). Cost of production is approximately \$150 per banner and installation is included. Banner will remain in the arenas throughout the entire hockey season (First week of October to first Week of April).

RINK BOARDS

A new format and program for U-9 Hockey will see the introduction of half-ice games requiring 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'. Due to production costs this will be offered on a 2-year commitment only. Cost is \$250/year per 3' x 8' section per side plus the cost of installation. Arena locations are Ardrossan and Strathcona Olympiette Centre.

JERSEY CREST

SMHA has recently updated our jerseys! As a result we are looking for sponsors to help with the cost of these jerseys. For \$2500 you will get your logo placed on one set of new jerseys for 5 years.

Notes: Maximum 5 years, jerseys may be replaced earlier than 5 years, one "set" means either home OR away set

COMBINATION PACKAGES AVAILABLE

In addition to these individual options you can choose from the packages below which offer the best value in Strathcona Minor Hockey!

Association Sponsor - Cost \$10,000

- Only one Association Sponsor will be available for SMHA. First right of refusal will be given to the previous years sponsor.
- Up to 6 Banners (4 guaranteed, 2 bonus subject to availability) featuring your company name and/or logo. One will be installed at the Strathcona Olympiette Centre (SOC), one at the Ardrossan West Arena and one at the Strathcona Arena of your choosing. Extra banners subject to available space at arenas.
- Your company logo will be displayed prominently on the SMHA website with a clickable link to your website
- A mass e-mail to all SMHA members **twice** a year will announce your participation as the **Association Sponsor** which will encourage all members to support your company. Content must be provided (E-mail must be approved by SMHA).
- A "Community Supporter" decal featuring SMHA would be given to your business to display. The Families of the SMHA would be encouraged to support any business displaying this decal.
- **Two full sets of Jersey's will get your logo crest on their jerseys for five years**

Divisional Sponsor - Cost \$5000

- Only 6 divisional Sponsors spaces are available (U-7, U-9, U-11, U-13, U-15 & U-18)
- Up to 4 Banners (3 guaranteed 1 bonus subject to Availability) featuring your company name and/or logo. One will be installed at the Strathcona Olympiette Centre (SOC) and one at the Ardrossan West Arena.
- Your company logo will be printed on the sponsorship page of our SMHA website with a link to your webpage.
- A mass e-mail specific to the division sponsors will be sent to all SMHA members once a year announcing your participation as a **Division Sponsor** which will encourage all members to support your company. Content must be provided (E-mail must be approved by SMHA).
- A "Community Supporter" decal featuring SMHA would be given to your business to display. The Families of the SMHA would be encouraged to support any business displaying this decal.
- **One Set of Jerseys will get your logo crest on their jerseys for 5 years**

Team Sponsor - Cost \$2500

- Up to 4 Banners (2 Guaranteed 2 Bonus, subject to availability) featuring your company name and/or logo. One will be installed at the Strathcona Olympiette Centre (SOC) and one at the Ardrossan West Arena.
- Your company logo will be printed on the sponsorship page of our SMHA website with a link to your

webpage.

- A “Community Supporter” decal featuring SMHA would be given to your business to display. The Families of the SMHA would be encouraged to support any business displaying this decal.
- A Mass e-mail to the entire association thanking your organization for supporting SMHA.
- A sticker of your logo will be provided to every player on a team of your choosing (only for a team that doesn’t have an association or divisional sponsor) and will be placed on the players helmet opposite of the Strathcona Warrior logo

Inter-Association Tournament - Cost \$1500-2500

- Last year we had our first “Inter-Association Tournament” in partnership with the World Jr Championship held in Edmonton. It was a huge success and we are planning on continuing to host this. We are looking for a title sponsor for this event. The sponsor would be providing funds to cover the cost of the pancake breakfast, swag for the kids and other event costs. There are many possibilities with this including sponsoring the Alumni Game, getting your companies name on the winning banner, possibly applying your company name to the tournament and awards given out. This is a new opportunity so there will be lots of flexibility. Ideally this would be a multi-year commitment so we can establish some consistency with tournament naming.

General Sponsor - Cost Varies

- Options Include Sponsoring SMHA current initiative of increasing player and coach development, SMHA’s “New to hockey” program which has subsidized fees and only costs first year players (regardless of age) \$199 to play. Along with other opportunities.

Other Sponsorship opportunities may exist within our organization. If your organization has other ideas that you would like to explore please contact our Director of Fundraising Robert Minarchi at robminarchi@shaw.ca