

FORT MCMURRAY MINOR HOCKEY ASSOCIATION



SPONSORSHIP & ADVERTISEMENT PACKAGE 2017/2018

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Background:

The Fort McMurray Minor Hockey Association (FMMHA) was established in 1981. The Fort McMurray Minor Hockey Association is affiliated with the Alberta Amateur Hockey Association (Hockey Alberta) and the Canadian Hockey Association (Hockey Canada). We are also members of the Northern Alberta Hockey League.

FMMHA strives to:

- Promote hockey as a means of providing an enjoyable and rewarding learning experience for players, to improve and maintain their fitness level and to lead an active life;
- Provide opportunities for players to learn the fundamental skills of hockey and acquired sport skills that will be the cornerstone of their future athletic development;
- Promote and develop sportsmanship, fair play, pride, self worth and confidence and learn life skills by participating in an organized team sport activity;
- Provide opportunities for coaches to improve their skills and abilities to teach players and become role models in the community;
- Offer Minor Hockey Players the opportunity to participate in a recreational hockey program by operating a Fort McMurray House League from Initiation to Midget and ensuring all players have an equal opportunity to participate, play and develop their skills;
- Establish and enforce policies, procedures and rules governing the operations of all Minor Hockey in the Regional Municipality of Wood Buffalo; and
- Coordinate the conduct of fundraising activities to support the operations of the Association and its programs; and
- Operate the Frank Lacroix Minor Hockey Arena under a lease agreement with the Regional Municipality of Wood Buffalo.

Why Sponsor the Fort McMurray Minor Hockey Association?

- With over 1100 members spread over 60 teams Minor Hockey players and their 2200+ immediate family members are a local demographic that can benefit your company.
- The primary arena, Frank Lacroix Arena, is home to Minor Hockey along with local adult leagues.
- Benefit from provincial exposure from our membership in the Northern Alberta Hockey League with 70 home games and an arena for the Alberta Winter Games 2018
- Social Media Presence with an Association and division specific Facebook pages and Twitter account
- Association webpage with over 5 million lifetime visits averaging around 120,000 hits per year
- Membership MailChimp Newsletters
- Effective and targeted advertising
- Community presence and good will

How does your sponsorship help?

- Sponsorship revenue is key in our ability to offer development opportunities for the players, coaches, and board of Fort McMurray Minor Hockey Association
- Ensures players of all ages and abilities are provided with opportunities to excel
- Ensures players of lower income are able to have development opportunities offered to them

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- Enables the association to offer a mix of local and out of town development resources
- Aids in offsetting costs of tournament and Minor Hockey Week expenses
- Provides funding for the purchase of jerseys and hockey equipment
- Offer introduction to hockey seasons to encourage participating in Canada's sport

Sponsorship Opportunities

A number of different opportunities are available to our community partners. We hope that the options available provide our sponsors reasonable options that fit within your budgets aligning with your values and areas of focus or interest. There are three categories within our Sponsorship Opportunities:

1.0 General Sponsorship include, but may not be limited to:

- Association, Division, & Team sponsorships
- Sponsored Feature Rooms

Gold Package - Season Sponsor for the Association \$25,000

- The Gold Sponsor will be the Presenting Sponsor for the current season
- Feature wall banner at Frank Lacroix Arena (Level 1 placement)
- Sponsor logo feature placement on the FMMHA website with link to sponsors webpage
- Mention in radio promotional spot (ie. Fort McMurray Matters or similar) – 2/season
- Engagement on Twitter throughout the season (minimum of 4 per month)
- Facebook feature on FMMHA page for the season
- Feature ad on the Electronic Display Board in Frank Lacroix Arena for the season
- Highlighted Feature Sponsor in FMMHA MailChimp letters (minimum of 7)
- Fort McMurray Today Thank You / Recognition from FMMHA
- Full page ad in event programs (MHW and Oil Sands Classic)
- Sponsor Level framed plaque

Silver Package - Division Sponsorship (\$1,000 / team in Division)

- 6 divisions available with 4 to 16 teams
- Wall banner at Frank Lacroix Arena (Level 2 placement)
- Feature sponsor logo placement on the FMMHA division website with link to sponsors webpage
- Facebook feature on the Division specific Facebook page
- Logo stickers for player helmets for each player in division
- Sponsor framed plaque

Bronze Package - Association Banner Sponsor (\$2,500)

- Wall banner at Frank Lacroix Arena (Level 3 placement)
- Sponsor logo feature placement on the FMMHA website with link to sponsors webpage
- Sponsor framed plaque

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Wall Banner Layout:

Gold Package - Presenting Sponsor					
Silver Package		Silver Package		Silver Package	
Silver Package		Silver Package		Silver Package	
Bronze Package	Bronze Package	Bronze Package	Bronze Package	Bronze Package	Bronze Package
Bronze Package	Bronze Package	Bronze Package	Bronze Package	Bronze Package	Friends of the Association

Friends of the Association – WBHL Team Sponsorship \$1,500 (60+ available)

- Listed as a Friend of the Association
- Sponsor logo placement on the FMMHA team website with link to sponsors webpage
- WBHL Team naming rights for season
- End of year recognition at team event
- Certificate of Achievement with logo for each player
- Sponsor framed plaque

Friends of the Association - Sponsored Feature Room \$5,000:

- 4 player change rooms, 1 female change room, 1 ref room, & 1 multipurpose room available
- Listed as a Friend of the Association
- Sponsor logo to be featured on room door using full sized vinyl graphic or equivalent
- Available from September to July
- Sponsor logo placement on the FMMHA website with link to sponsors webpage
- ad on the Electronic Display Board in Frank Lacroix Arena for the season
- Facebook feature on FMMHA page
- Sponsor framed plaque

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2.0 Event Opportunities may include, but may not be exclusive to:

- Novice Oil Sands Classic Tournament
- Minor Hockey Week
- Provincial Events
- Girl's Hockey Events

Major Event Sponsor \$10,000

- Free advertising in event program (Full Inside Page)
- Sponsor logo (feature placement) and link to the sponsor's website from the FMMHA event webpage
- Mention in radio promotional spot (ie. Fort McMurray Matters or similar)
- Engagement on Twitter leading up to and throughout the event (a tweet per game)
- Facebook feature on FMMHA page and event page
- Wall banner throughout event period at Frank Lacroix Arena
- Identification on all tournament signage and promotional material including association wide emails
- Feature ad on the Electronic Display Board in Frank Lacroix Arena during event

Award Sponsor

2 Options: Heart & Hustle and Game MVP

- Amount provides for costs associated with gift and certificate (approximate commitment is \$5,000 but amounts vary)
- Logo on certificate and gift
- Advertising in event program (1/2 page)
- Sponsor logo and link to the sponsor's website from the FMMHA event webpage
- Identification on all tournament signage and promotional material
- Feature ad on the Electronic Display Board in Frank Lacroix Arena during event

Other Gifts

When hosting an event, different expenses arise for FMMHA to make the event successful. We are open to Sponsor ideas to help cover these costs. Examples include items like medals, player bags, water bottles, snacks, raffle prizes, and silent auction items.

- Sponsor logo and link to the sponsor's website from the FMMHA event webpage
- Identification on all tournament signage and promotional material

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3.0 Elite Stream & Development Team Sponsorship

To support the FMMHA Elite Streams and Development team's sponsorship opportunities exist to help with the additional travel and development opportunities for the association travel teams. The following teams will be looking for team sponsorship in the 2017/2018 season:

- Atom Development Team
- Peewee AA
- Bantam AA
- Midget A
- Midget AA

Advertising Opportunities:

Preferred Service Provider status:

This option is available to help support local businesses that focus on sport, fitness, hockey, or team fundraising. It is a great way to directly reach the demographic that interests you.

Online Listing on the FMMHA webpage (\$150 per season September to August)

- Includes listing and 1 paragraph write-up for your business on our "preferred Service Provider" page with a link to your business webpage

FMMHA MailChimp Email Blast (\$200 association wide or \$100 per division)

- Connect with our membership via their email. This is a great way to advertise a special promotion, camp, or fitness program.

Frank Lacroix Electronic Display Board (\$250 for the season minimum of September to March)

- Ad on a repeating cycle displayed on the electronic display board located in the lobby of the Frank Lacroix Arena.
- Board runs 7 days a week
- Excludes Minor Hockey Week – add for \$100

Program Advertising Rates:

We produce printed programs for our events like Minor Hockey Week and Oil Sands Classic.

	Size (WxH)	Rate(B&W)	Rate(Color)
¼ Page	2 ¼ x 3 ¾"	\$200	\$250
½ Page	4 ¾ x 3 ¾"	\$300	\$400
Full Page	4 ¾ x 7 ¼"	\$600	\$700
Inside Front Cover*	4 ¾ x 7 ¼"	N/A	\$1400
Inside Back Cover	4 ¾ x 7 ¼"	N/A	\$1400

*First rights to event major sponsor