



FEBRUARY 17-20, 2017

SPONSORSHIP OPPORTUNITIES

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**TOURNAMENT
FEBRUARY 17-20, 2017**

SPRUCE GROVE RINGETTE ASSOCIATION

2017 Sweetheart Tournament
19 Lincoln Green
Spruce Grove, AB T7X 0N5

Dear Community Partner,

The Spruce Grove Ringette Association will be hosting it's annual Sweetheart Ringette Tournament February 17-20, 2017 as it celebrates 40 years of operations within Parkland County. This year's tournament will host 56 teams with games being held on both sheets of ice at the Tri-Leisure Centre, Grant Fuhr and Stu Barnes Arenas in Spruce Grove, the Glenn Hall Arena in Stony Plain as well as the Calahoo Arena. This particular weekend we will also be hosting games within various divisions for Ringette Alberta's Provincial Play Downs.

The Sweetheart Tournament is one of the largest ringette tournaments in Alberta and the largest single sporting event in the Tri-Municipal area on a yearly basis. Throughout the weekend, our community will play host to athletes and their family's from all over the province and from as far away as British Columbia and Saskatchewan. Last year's tournament was our biggest to date as we hosted 66 teams. We had an estimated 435 additional families staying within the region, generating approximately 2.5 million dollars within our local economy over the 2016 family day long weekend. We are proud to have been able to give back and generate business within our community.

We are offering businesses the opportunity to be part of the Sweetheart Tournament and positively affect the lives of our Ringette athletes who both live in and visit our community over the weekend. In an effort to provide an incredible experience, we have various sponsor & partnership opportunities available that help cover the many costs associated with hosting a tournament, as well as add an element of fun. In the past, the most successful donation opportunities have included gifts in kind to fill team kits, silent auction and raffle table items, ads in the tournament program as well as monetary contributions that assist in covering the costs of ice time, referees, medals and print material. We are also striving to work directly with businesses to create unique partnership opportunities, such as offering various activities and events for all of our incoming visitors.

Attached you'll find the various sponsorship ideas and a break down of the different levels of contribution. To ensure recognition during our Tournament as well as post tournament media recognition, we request that donations of any kind be submitted **no later than January 6, 2017**. Your kind consideration to our efforts will help us achieve our goal for a fun and memorable tournament for the many athletes and families within the SGRA, as well as those that will be calling our community home for the Family Day long weekend.

On behalf of the Spruce Grove Ringette Association and the 2017 Sweetheart Tournament Committee, we'd like to thank you for taking the time to consider our proposal for sponsorship and donations for our tournament. Should you have any questions or would like to arrange a meeting to discuss ideas or a pick up of sponsorship items, please feel free to contact us by phone or e-mail.

Yours in Good Sportsmanship,

Karen Shackleton

2017 Sweetheart Tournament Director
tournament@sprucegroveringette.com
780-237-6265

Jody Sutherland

2017 Sweetheart Tournament Director
tournament@sprucegroveringette.com
780-232-6429

Cash Sponsorship Levels & Benefits

Without the generous donations from our Community Partners, putting on a fun and exciting weekend for our athletes would not be possible. In recognition and thanks, our **Cash Sponsors** will be honoured in the appropriate sponsorship level as outlined below.

Cash Sponsor Benefits	Title Sponsor \$5,000	Platinum Sponsor \$2,000+	Gold Sponsor \$1,000 - \$1,999	Silver Sponsor \$500- \$999	Bronze Sponsor \$100- \$499	Friends of Ringette \$0-99
Logo recognition as Title Sponsor on all printed marketing materials distributed prior to, during and after the tournament, and on all regular and social media alerts and media advertisements (as applicable)	X					
Full inside spread (11"x8.5") colour ad in 300 Sweetheart Tournament program booklets - must be a print ready, high res. pdf file supplied by sponsor	X					
Sponsor greeting in programs, which are distributed to 350 families	X					
Tournament Sponsor Banner Placed at Tournament Headquarters (Tri - Leisure Centre) registration table	X					
Table opportunity at Tournament Headquarters (Tri-Leisure) to display Sponsor information and/or materials	X					
Logo on promotional item to be included with player bags (650-800 items)	X					
Web Ad on Association Site	X	X				
Logo on scrolling monitors at Tri - Leisure Centre for the duration of the Sweetheart Tournament - high res. pdf or art file to be supplied by sponsor	X	X	X			
Employee involvement opportunity; volunteer initiative	X	X	X			
Sweetheart Tournament Recognition Plaque & thank you letter	X	X	X			
Business logo on Sponsorship Recognition Banner at Tri-Leisure, Grant Fuhr & Glenn Hall Arenas as well as business name listed on Sponsorship Recognition in the Examiner	X	X	X			
Medals Presentation opportunity for game finals or friendship games	X	X	X	X	X	
Receipt of your donation	X	X	X	X	X	X
Mention in Sweetheart Tournament Social Media	X	X	X	X	X	X
Business Name on scrolling monitors at Tri - Leisure Centre, Sponsorship Recognition Board at Tri-Leisure, Grant Fuhr & Glenn Hall Arenas as well as on Sponsorship Recognition in the Examiner				X	X	X
Business banner placed in the Tri - Leisure Centre rink viewing area for the duration of the Sweetheart Tournament, banner supplied by sponsor		X	X			
Business card sized b&w ad in 350 Sweetheart Tournament program booklets - must be a print ready, high res. pdf file supplied by sponsor				X		
Half page colour ad in 350 Sweetheart Tournament program booklets - must be a print ready, high res. pdf file supplied by sponsor			X			
Full Page colour ad in 350 Sweetheart Tournament program booklets - must be a print ready, high res. pdf file supplied by sponsor		X				

The annual Sweetheart Ringette Tournament provides an opportunity for our home association athletes to have fun, develop friendships, compete in sport and to create memories that will last a lifetime in their home rinks. The SGRA prides itself in putting on an event that continues to grow every year and attract teams from all over Western Canada. It is one of Alberta's largest Ringette Tournaments and the largest sporting event every year in the Tri-Municipal area.

The costs of hosting a tournament of this magnitude are large, with ice rentals and referee fees accounting for the majority of expenses. Once all tournament expenditures have been completed, all remaining Sponsorship contributions directly benefit the SGRA athletes throughout the year. Overages from tournament sponsorship assist in keeping costs down for annual athlete registration as well as contributes to the cost of new equipment. The SGRA ensures it's athletes are given all opportunities to succeed in sport by providing additional resources to teams, such as additional off-ice training facilities and access to power skating coaches. Funds are also used to develop the skills of parent volunteer coaches by covering the costs associated with coaching clinics put on by Ringette Alberta.

In-Kind Supporter Levels & Benefits

There are many opportunities available for donations of services, products, vouchers or food & beverages to the Sweetheart Tournament. The donation value will be honoured in the appropriate sponsorship level as outlined below.

In-Kind Supporter Benefits	Diamond Ring Supporter \$4,000+ value	Ruby Ring Supporter \$2,000-\$4,000 value	Sapphire Ring Supporter \$750-\$2,000 value	Emerald Ring Supporter 0-\$750 value
Table opportunity at Tournament Headquarters (Tri-Leisure) to display Sponsor information and/or materials	X			
Web Ad on Association Site	X			
Sweetheart Tournament Recognition Plaque & thank you letter	X			
Logo on scrolling monitors at Tri-Leisure Centre for the duration of the Sweetheart Tournament	X	X		
Employee involvement opportunity; volunteer initiative	X	X		
Medals Presentation opportunity for game finals	X	X	X	
Business logo on Sponsorship Recognition Board at Tri-Leisure, Grant Fuhr & Glenn Hall Arenas as well as on Sponsorship Recognition in the Examiner	X	X	X	
Mention in Sweetheart Tournament Social Media	X	X	X	X
Business Location included on our area map to be included with all Team Kits & Coach's packages as applicable (for coupon & voucher sponsors)	X	X	X	X
Business Name on scrolling monitors at Tri-Leisure Centre, Sponsorship Recognition Banner at Tri-Leisure, Grant Fuhr & Glenn Hall Arenas as well as on Sponsorship Recognition in the Examiner			X	X
Business banner placed in the Tri-Leisure Centre rink viewing area for the duration of the Sweetheart Tournament, banner supplied by sponsor	X	X		
Half page B&W ad in 350 Sweetheart Tournament program booklets		X		
Full Page B&W ad in 3500 Sweetheart Tournament program booklets	X			

Does your business have coupons or small items that can be included in player, team or referee kits? This is a great way to promote your business throughout the weekend while giving back to the participants in our tournament! In the past, the most successful items have proved to be, gum, granola bars, headbands, meal/beverage coupons & vouchers. Ages of our athletes range from 5 years to adult. Since we require items that cater to each age group, you can choose to sponsor individual divisions or the entire tournament. All businesses contributing coupons or vouchers will be included on our area map that will be included with Coach's packages & team kits. A list of athlete numbers in each division will be made available upon request.

Heart & Hustle Sponsor

During each team's first 3 games, will be the opportunity to award the player that exhibits the most heart & determination of the game with a Sweetheart Tournament Heart & Hustle Award. In total, 180 heart and hustle awards will be awarded throughout the weekend by coaching staff. This award will consist of a special tournament memento as well as items from our In-Kind Sponsorship donors. If you are interested in sponsoring this award, please contact our Tournament Directors.

Sweetheart Silent Auction & Raffle

A Silent Auction & Raffle Table will be on location at the Tri-Leisure Centre from Friday am - Sunday noon. All funds raised go directly to our players. Each team is responsible for putting together a raffle basket valued at \$15 per player, but we also rely on the generosity of businesses to donate items. Successful items in past auctions have proved to be electronics, concert & sporting event tickets. If your business would like to inquire about donation possibilities, please contact this year's Tournament Directors.

Miscellaneous Sponsorship - NEED SOME MORE IDEAS?

- * Printing of sponsorship acknowledgment signage & banners, programs, game sheets, rules & regulations packages, etc.
- * Food & beverages for referees, volunteers & coaches
- * Items for a coaches draw
- * Noise makers for parents & fans
- * Prizes for fans attending the 2 Sanctioned National Ringette Games
- * Do you have a business that can entertain or feed our teams between games with special rates? Place an ad in our program with details and we will also include it with our Team Activities package that will get sent to every tournament team in December.

Sweetheart Advertising

Promote your business while supporting your community athletes and those visiting the Tri-Municipal area by advertising in the Sweetheart Tournament Program. 350 copies of this program will be printed. Your business will also be acknowledged in all Sponsorship recognition media, classified as a cash sponsor. Print ready ads are required in high resolution .pdf format. Additional fees will apply for ad design. Please forward print ready ads to karenhack@sweetelements.ca no later than Friday January 9, 2017. Ad payment can be mailed, along with the attached form, or arranged for pick up. Please note, ad space is limited and will be available on a first come first served basis.

Sweetheart Tournament Program & Advertising

Ad Size Options	Black & White	Colour
Full Page - 5.5"x8.5"	\$150.00	\$250.00
Half Page - 5.5"x4.25"	\$75.00	\$125.00
Business Card - 3.25"x1.5" / 1/5"x 3.25"	\$50.00	\$75.00

Media & Event Promotion

- SGRA & Sweetheart Tournament Social Media including the SGRA website, Facebook, Twitter & Instagram
- Write up in the Tri-Leisure Centre newsletter that goes to all members via email and online in January & February, as well as poster placement in the facility prior to the event, social media posts & electronic billboard usage
- City of Spruce Grove electronic signage boards
- Acknowledgement of all sponsors in the Spruce Grove & Stony Plain Examiner

Giving Back - KidSport

The SGRA Sweetheart Ringette Tournament is a proud supporter of the the Parkland County Chapter of KidSport. KidSport believes that no kid should be left on the sidelines and all should be given the opportunity to experience the positive benefits of organized sports. A KidSport Parkland Grant is up to \$500 per child, per calendar year and can be used for registration fees for activities that demonstrate a sustained sport experience led by a qualified coach. Family income guidelines are used to qualify for funding. To date, the Sweetheart Tournament has donated almost \$3,000 to help KidSport assist families with sporting fee registration costs. These funds have been generated by spectator donations from Tournament hosted National Ringette League games, as well as raffle ticket sales. The Sweetheart Tournament Committee is once again supporting KidSport and we look forward to making an even bigger contribution this year!

THANK YOU

for your interest in sponsoring the annual SGRA Sweetheart Ringette Tournament!

For further information on Sponsorship or Partnership opportunities, in kind donations, or to arrange pick up, please contact this year's Tournament Director. We would be happy to meet with you!

Karen Shackleton

2017 Sweetheart Tournament Director
tournament@sprucegroveringette.com
780-237-6265

Jody Sutherland

2017 Sweetheart Tournament Director
tournament@sprucegroveringette.com
780-232-6429

Check out the Spruce Grove Ringette Association online at

www.sprucegroveringette.com

The SGRA is also on Instagram, Facebook & Twitter @sprucerinette

Sweetheart Tournament 2017 Sponsor Information

Business Name _____

Address _____

Contact Person _____

Contact Phone _____

Contact Email _____

Website address _____

Facebook Page _____

Twitter handle _____

SPONSORSHIP OPTIONS

- Are you/your business interested in a medals presentation opportunity if applicable
- Are you/your business interested in a volunteer opportunity if applicable

Cash Sponsorship

- Tournament Title Sponsor \$5,000
- Tournament Platinum Sponsor \$2,000
- Tournament Gold Sponsor \$1,000 - \$1,999
- Tournament Silver Sponsor \$500 - \$999
- Tournament Bronze Sponsor \$100 - \$499
- Tournament Friends of Ringette 0-\$99

In-Kind Sponsorship

In kind Item(s) _____

Item Value _____

Program Ad Sponsorship

Full Page Ad - 5.5"x8.5"

- Black & White \$150
- Colour \$250

Half Page Ad - 5.5"x4.25"

- Black & White \$75
- Colour \$125

Business Card Sized Ad - 3.25"x1.5" / 1/5"x 3.25"

- Black & White \$50
- Colour \$75

Office Use Only

Cheque # _____

Amount received _____

Receipt # Issued _____

Method sent by _____

Date sent _____

For cash or program ad sponsorship, please make all cheques payable to "Spruce Grove Ringette Association". Arrangements can be made for pick up or, alternatively, you may forward it to the following address along with this form:

SGRA Sweetheart Tournament

Attn: Tournament Director

19 Lincoln Green
Spruce Grove, AB
T7X 0N5