



SPONSORSHIP DECK

BARRIE



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BARRIE JR. SHARKS © 2025

2025 - 2026

SPONSORSHIP

COMMUNITY COMMITMENT:



United for a Greater Cause

The Barrie Jr. Sharks commitment extends far beyond the ice. We proudly support local organizations and charities that uplift families, women, and children in our community. By working together, we can build a stronger, more inclusive future - both on and off the rink.



WHY SUPPORT EQUALITY AND WOMEN IN HOCKEY?

Sponsoring the Barrie Jr. Sharks U22 Elite Hockey program is more than a community investment—it's a powerful statement in support of the growing momentum of females in sport. This program represents the highest level of junior women's hockey in the region and provides talented, driven athletes with a platform to compete, grow, and pursue their goals both on and off the ice. These young women dedicate themselves to excellence, and by backing their efforts, sponsors play a critical role in ensuring they have the resources, facilities, and opportunities needed to succeed at the elite level. It's an investment in leadership, teamwork, and the development of strong, confident individuals who will carry these values into their futures.

In today's evolving sports landscape, supporting female athletes is essential to building a more inclusive and equitable future. The Barrie Jr. Sharks are part of a broader movement that is breaking barriers and redefining what it means to be a female in sport. As momentum continues to build—through increased visibility, representation, and success on the national and international stage - sponsors have the unique opportunity to be part of this transformative journey. Aligning your brand with the Jr. Sharks connects you to a passionate fan base and a growing community of advocates for gender equity in sport. It's not just sponsorship - it's partnership with purpose.

Jr. Shark Collegiate Commitments



Since our program's inception in 2011, the Barrie Jr. Sharks have assisted 79 female athletes in achieving Collegiate commitments to pursue their academic goals and play female hockey at U Sports, NCAA D1/D3 and ACHA D1 levels across North America

OUR TARGET AUDIENCE

The target sponsorship audience in Simcoe County for the Barrie Jr. Sharks U22 Elite Hockey program includes a mix of community-minded businesses, organizations, and individuals who value youth development, gender equity, and local sports. Key segments include:

- 1. Local Businesses & Retailers:** Especially those in sectors like sports apparel, health and wellness, food and beverage, and hospitality—these companies benefit from community visibility and align well with the active lifestyle promoted by youth sports.
- 2. Professional Services:** Law firms, real estate agents, financial advisors, and insurance companies often seek sponsorship opportunities to enhance local brand awareness and build trust within the community.
- 3. Health & Fitness Providers:** Chiropractors, physiotherapists, gyms, and sports medicine clinics have a natural connection to athletes and benefit from visibility among families focused on health and performance.
- 4. Larger Regional Corporations:** Companies with a strong presence in Simcoe County (such as those in construction, agriculture, energy, or manufacturing) that prioritize corporate social responsibility and community engagement.
- 5. Educational Institutions & Training Centers:** Schools, tutoring services, or post-secondary institutions looking to promote their programs to young athletes and their families.
- 6. Community Leaders & Philanthropic Individuals:** Local influencers, business owners, and families who are passionate about supporting female empowerment and want to help level the playing field in sport.

Each of these groups stands to gain from the positive brand association, community goodwill, and potential promotional reach tied to supporting a high-performing, female-led sports program like the Barrie Jr. Sharks.



Value Add: SPONSORSHIP BENEFITS

Partner with Purpose: Sponsor the Barrie Jr. Sharks

The Barrie Jr. Sharks present a unique and impactful sponsorship opportunity for partners who share our vision of leadership, empowerment, and excellence. As an organization committed to developing the next generation of female leaders, we take pride in nurturing outstanding young athletes—both on and off the ice.

Our Junior-level players are not only elite competitors; they are inspiring role models who embody integrity, dedication, and resilience. By aligning with the Barrie Jr. Sharks, sponsors can confidently invest in a program that promotes excellence while enjoying a range of valuable benefits.

Sponsorship with us includes:

- **Increased brand visibility** through community events, digital platforms, and game-day exposure
- **Targeted marketing opportunities** to connect with engaged families and sports fans
- **Positive brand association** with leadership, empowerment, and youth development
- **Networking opportunities** within a dynamic and growing community

Join us in supporting the growth of these remarkable athletes—and gain meaningful brand recognition along the way.



**INCREASED BRAND
EXPOSURE, TARGETED
MARKETING
OPPORTUNITIES**



**POSITIVE BRAND
ASSOCIATION**



NETWORKING PROSPECTS



SPONSORSHIP

TIER LEVELS*

We offer a range of sponsorship opportunities tailored to meet your specific needs and marketing objectives

1.

**TITLE
SPONSOR**

2.

**CHAMPIONS
OF CHANGE**

3.

**SHAPING
FUTURE STARS**

4.

TRAILBLAZERS

5.

**GAME
CHANGERS**

6.

IN-KIND





TITLE SPONSORSHIP PACKAGE

\$10,000

BENEFITS:

- **Company name and logo prominently displayed on all team jerseys and select merchandise for one season**
- **Recognition as the official title sponsor of the team in all media, press release**
- **Prominent display of a stand-up banner or other in-game signage with your company logo at all home games**
- **In-game announcements recognizing your sponsorship Full-page sponsorship in the team profile book**
- **Recognition as the presenting title sponsor of all team events Press release announcing the partnership**
- **Logo placement on all team programs, social media and marketing materials**
- **Social Media Shout-Outs - Minimum weekly mention in social media posts (including schedules, game results, etc.)**
- **A Social media takeover or collaborations with team players for fan interactions**
- **Logo Placement on Shark Helmets**
- **First Right of refusal for opportunity to be Title Sponsor for BWhA tournaments, and other Barrie Jr. Sharks events - additional fees may apply**
- **Company representative invited to participate in a ceremonial puck drop at a home game**
- **Title sponsorship of the team's official website with prominent logo placement and recognition**

A background image showing three hockey players from behind, wearing white jerseys with red and yellow accents. The player in the center has the name 'JUGNAUTH' and the number '7' on their back. They are on an ice rink with blue boards and spectators in the background.

TITLE SPONSORSHIP PACKAGE

\$10,000

BENEFITS: (Cont'd)

- Logo placement on team practice jerseys worn during training sessions
- VIP access to select team events, such as meet-and-greets with players and coaches
- Opportunity to collaborate with the team on a community service project or charity initiative
- Opportunity for company representative to be a guest speaker at team events or community outreach or charity programs
- Inclusion of company products or services as part of team prize packages or player incentives
- Access to team for company photo shoots or promotional materials Exclusive opportunity to be included in team photo on player day
- Dedicated social media post featuring the company and its involvement with the team
- Branding and promotional opportunities during live video streams, including logo overlays and sponsor mentions



CHAMPIONS OF CHANGE SPONSORSHIP PACKAGE

\$6,000

BENEFITS: (Cont'd)

- Prominent display of a stand-up banner or other in-game signage with your company logo at all home games
- Press release announcing the partnership
- Full-page sponsorship in the team profile book In-game announcements recognizing your sponsorship
- Recognition as the sponsor of a specific team event, such as a charity game or community outreach program
- Company logo and recognition on all team social media platforms
- Secondary Prominent Logo placement on all team programs and marketing materials
- Second right of refusal for any additional tournaments or games presented by BWA or Barrie Jr Sharks (Additional Fees May Apply)
- Company representative invited to participate in a ceremonial puck drop at a home game
- Recognition as the sponsor of the team's community service initiatives, such as volunteering at local youth hockey clinics or charity drives
- Logo Placement on Shark Helmets
- Opportunity to have a video interview by team videographer for social media channels
- Collaborative content creation, such as behind-the-scenes videos or interviews with players and coaches

A photograph of ice hockey players in blue, yellow, and red jerseys celebrating on the ice. One player's jersey number '91' is visible. They are holding their sticks high in the air.

CHAMPIONS OF CHANGE SPONSORSHIP PACKAGE \$6,000

BENEFITS: (Cont'd)

- Inclusion of company products or services as part of team prize packages or player incentives
- Collaboration with the team on a community service project or charity initiative
- Exclusive co-branded opportunities with Tier 1 Title Sponsor at Tier 1 Discretion Limited One (1) Event throughout the Season
- Player appearances at sponsor-hosted events or company functions (At Management Discretion due to Schedule Availability)
- Access to team for company photo shoots or promotional materials
- Dedicated social media post featuring the company and its involvement with the team
- Recognition as the exclusive sponsor for a specific player award or scholarships (per Management Discretion)
- Branding and promotional opportunities during live video streams, including logo overlays and sponsor mentions
- A Social media collaborations with team players for fan interactions



SHAPING FUTURE STARS SPONSORSHIP PACKAGE

\$3,500

BENEFITS:

- Logo display on a stand-up banner or other in-game signage with your company logo at all home games
- Opportunity to have a video interview by team videographer for social media channels Collaborative content creation, such as behind-the-scenes videos or interviews with players and coaches
- Inclusion of company products or services as part of team prize packages or player incentives
- Social Media Shout-Out, Logo Post & a mention on social media identifying as a Sponsor of the Barrie Jr. Sharks
- Third right of refusal for any additional tournaments or games presented by BWWA or Barrie Jr Sharks (Additional Fees May Apply) (First come first served)
- Opportunity to have a video interview by team videographer for social media channels
- Collaborative content creation such as behind-the-scenes videos or interviews with players and coaches
- One personalized player shout-out on social media platforms



TRAILBLAZERS SPONSORSHIP PACKAGE

\$1,000 - \$3,499

BENEFITS (CUSTOMIZABLE):

- Logo displayed on a stand-up banner or other in-game signage with your company logo at all home games
- Company logo and recognition on all team social media platforms
- Logo placement on all team programs and marketing materials
- Quarter-page sponsorship in the team profile book
- Social Media Shout-Out, Logo Post & mention on social media identifying as a Sponsor of the Barrie Jr. Sharks
- In-game announcement recognizing your sponsorship



GAME CHANGERS SPONSORSHIP PACKAGE

\$500 – \$999

BENEFITS (CUSTOMIZABLE):

- Prominent display of a stand-up banner or other in-game signage with your company logo at all home games
- Social Media Shout-Out, Logo Post & a mention on social media identifying as a Sponsor of the Barrie Jr. Sharks
- 1/8th logo sponsorship in the team profile book
- Company logo and recognition on all team social media platforms

FAN / IN-KIND SERVICES PACKAGE

Our In-Kind Services Sponsorship Package offers a unique opportunity for businesses and organizations to contribute valuable services in support of Barrie Jr Sharks Women's Hockey.

By partnering with us through this package, you can showcase your expertise and enhance our operations.

Benefits of the In-Kind Services Sponsorship Package include brand exposure, recognition, and the satisfaction of making a direct impact on the success of our team.

We welcome your involvement and look forward to discussing how your services can contribute to our shared vision.

FAN / IN-KIND SERVICES PACKAGE

Suggested In-Kind Services Sponsorship Package Requirements:

- Photography, Videography, Live Video Streaming Services; Promotional Content
- Nutrition or meal sponsorship for the team's players during games and practices
- Sports performance training or physical therapy services for the team
- Graphic design services for team branding materials or promotional campaign
- Printing services for team jerseys, banners, or marketing materials

BENEFITS

1. Prominent display of a stand-up banner or other in-game signage with your company logo at all home games
2. Logo placement on all team programs and marketing materials
3. Social Media Shout-Out, Logo Post & a mention on social media identifying as a Sponsor of the Barrie Jr. Sharks



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barriejrsharks.ca



SPONSORSHIP CONTACT

By becoming a sponsor, you will support equality and inspire future generations of female hockey players. We appreciate you considering this sponsorship opportunity. Join us in making a difference in the lives of young female athletes and widen your visibility within Simcoe County and across Ontario.

To discuss the available sponsorship opportunities or to request additional information, please contact:

Sarah Stuart, Director of Jr. Sharks Sponsorship 705-828-2739 jrsharks-gm@bwha.ca

Rob Whitehead, Jr. Sharks General Manager 705-333-5501 jrsharks-gm@bwha.ca

www.bwha.ca

Together, we can empower women and girls in hockey and create a lasting legacy of equality.



All pricing, opportunities and packages subject to availability. With exception of Title Sponsorship, packages may change at Management Committee's discretion based on availability and recreation Centre or City of Barrie guidelines and/or limitations.

Sponsors will be notified in writing at earliest opportunity of any changes and will do best to provide suitable substitutions. All packages subject to Management Committee approval.

Cross promotion & sharing of Jr Sharks posts is encouraged to increase engagement!

Please note that sponsorship benefits will be provided upon receipt of the initial payment. Failure to make the remaining payment within the specified timeframe as contractually agreed upon may result in the forfeiture of sponsorship benefits, and no refund or reimbursement will be provided.