



## Dear Prospective RAB Sponsor;

As we gear up for another exciting season of the fastest game on ice, we are in search of some amazing community partners to work with.

We are a not-for profit sports organization that has a strong focus on building up amazing young athletes at both the house level and competitive rep programs. Youth sports provide invaluable skills and benefits to our youth – helping them to learn to live healthy life styles, build confidence, learn new skills, challenge themselves and form lasting relationships. Research also shows that when youth participate in sports it has long term benefits for the youth, their families and our community. With over 250 athletes ranging from ages 3-21 we are looking to continue to support our youth to thrive in our community.

By choosing to support the Ringette Association of Burlington, you are helping to develop young athletes, support the development of confident goalies, supply equipment at reduced or no cost and keep our registration costs low so that this amazing sport is accessible to everyone in the community.

Please take your time to read through the package to explore the benefits of partnering up with us. It outlines the levels of sponsorship, our previous AGM social media chart and our social media insights plus a highlight of benefits for you and your company/organization.

If you have any questions about this package, our amazing sport or to discuss the benefits of youth sports, please contact me at **[marketing@burlingtonringette.com](mailto:marketing@burlingtonringette.com)**

We'd like to thank you in advance for your generous support of the Ringette Association of Burlington, our athletes and families.

*Krystal Kearney*

Krystal Kearney  
Sponsorship and Marketing

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# SPONSORING YOUTH SPORTS IS A HUGE BENEFIT TO YOUR BUSINESS

## *1. COST-EFFECTIVE REVENUE & LEAD GENERATION*

A UNIQUE & LOYAL AUDIENCE  
CAPTIVE & REPEATED BRAND EXPOSURE  
CUTTING THROUGH THE NOISE OF YOUR COMPETITION THROUGH PHILANTHROPY

## *2. SOCIAL RESPONSIBILITY & DIFFERENTIATION*

RESONATE WITH YOUR POTENTIAL CUSTOMERS BY BEING PASSIONATE ABOUT WHAT THEY ARE  
BE SEEN AS A COMMUNITY LEADER  
SUPPORT THE COMMUNITY AND THEY WILL SUPPORT YOUR BUSINESS

# SPONSORING YOUTH SPORTS IS A HUGE BENEFIT TO YOUR COMMUNITY

UNITES INDIVIDUALS, FAMILIES, NEIGHBOURHOODS AND COMMUNITIES TOGETHER AS PLAYERS,  
VOLUNTEERS, SPECTATORS AND ADVOCATES

CONNECTS PEOPLE ACROSS GEOGRAPHIC, ECONOMIC, AND ETHNO-CULTURAL BOUNDARIES

TEACHES SPORT, LEADERSHIP AND LIFE SKILLS

CONNECTS VULNERABLE PEOPLE AND GROUPS – FOSTERS TRUST, A SENSE OF SECURITY AND  
BELONGING

ENCOURAGES ACTIVE CITIZENSHIP

**\*\*Community Foundations of Canada. "Vital Signs Sport and Belonging". In partnership with True Sport Foundation**



# Executive Summary

While sponsorship can help your community and its organizations it's also just good business sense. Read on to find out more about what your business can get out your sponsorship.

1

## Visibility and Exposure

Being seen by potential customers is one of the most important things a business can do for themselves. By partnering with us your brand could be viewed by close to 42,000 people with your unique posts being seen by roughly 20,000 people.

2

## Brand

Use sponsorship to generate a positive reputation and align your brand with keeping youth in sports! Being visible at events linked to Ringette provides you with exposure and connects you to what is important in our community – it's youth. Put your best face forward and be viewed as well rounded and approachable.

3

## Generate Content

By being tagged in social media posts, having your ads boosted and being visible at events you too can create your own social media content to share with your followers. This creates dynamic content and allows you to highlight your positive social movements.





## Association Sponsorship Levels and Benefits 2023 - 2024 (season runs from Sept 2023-April 2024)

\$200.00	\$300.00	\$500.00	\$750.00
Social Media Mentions	Social Media Mentions	Social Media Mentions Monthly	Social Media Mentions w/ 3 Boosted Posts
Website Ad w/ link to your website	Website Ad w/ link to your website	Website Ad w/ link to your website	Website Ad w/ link to your website
Image for website or soical media	Image for website or soical media	Image for website or soical media	Image for website or soical media
	Promotional events: ***advertising space	Promotional events: ***advertising space	Promotional events: ***advertising space and media mentions
		Tournament perks: ***advertising space Welcome package 50/50 draw visibility	Tournament perks: ***advertising space Welcome package 50/50 draw visibility Social Media posts during tournament
			LOGO on RAB advertising such as posters in rinks, pamphlets, handouts, etc.

\*\*\*advertisements to be supplied by sponsor – ads to be placed on wall space around arena deemed visible by team without impeding ice views

Table will be provided by RAB with thank you poster and a place to put business cards.

Dimensions and specs for ads to be provided to you.

## **Social Media Insights:**

Throughout our previous season Ringette Association of Burlington has focused on our social media platforms to engage our community, increase interactions and build a platform for sponsorship and brand visibility. The percentages included in this document show how we have increased our social media reach and visibility in the first year (Please note that Instagram does not use percentages higher than 100% when looking at growth numbers).

The next page of this document is the AGM report numbers for social media.

### **Summary of findings that are relevant to you and your brand:**

#### **Terms:**

**Page Reach:** the number of people who say our page or our pages content.

**Boosted Ads (paid reach):** the number of people who say our ads.

**Paid impressions:** the number of times our ads were on screen.

#### **Page Reach**

Facebook: over 43,000

Instagram: over 3,500

#### **Paid Reach (boosted ads)**

14,692

#### **Paid impressions:**

19,491

#### **Page and Profile visits:**

Facebook page was visited 1,672 times

Instagram was visited 3,408 times

#### **Followers:**

Facebook: over 500 and growing

Instagram: over 650 and growing





Where Fun  
and  
Friendship  
Meet on  
the Ice