

June 28th, 2019

Dear Sir or Madam:

Over the past few years, the number of kids playing minor hockey in Cremona and in Canada has reduced significantly. In Canada, it is estimated that only 1 in 10 kids play organized minor hockey. Locally, the number of Cremona Minor hockey teams has decreased from 10 teams during the 1998/99 season to just 6 teams this past season.

The Cremona Minor Hockey Association ("CMHA") is aggressively looking at ways to help increase the number of kids involved in this great sport. We have identified three main challenges that keep kids from playing organized hockey. These include the time commitment involved during the course of the season, the travel involved in competing in the Central Alberta Hockey League and the cost to play minor hockey.

As a result of these findings, Cremona Minor Hockey is looking at ways to improve the travel requirements, as well as optimizing the schedule so that families with multiple kids playing hockey can manage more efficiently. In addition, The CHMA board has recently approved a plan to help increase the number of kids by looking at the registration fees payable. In 2014/15, the board approved a reduction in fees for all tyke players from \$250 in 2013/14 to \$100. Which we have kept the same, up until 2018-19 season. We had to increase their fees to \$200. In the past 2 years Novice, Atom and PeeWee have increased by \$30 each year.

CMHA is looking for alternative ways to reduce or maintain fees for all Cremona teams. The board has recently approved the Cremona Cowboys Sponsorship Program with different levels of sponsorships that would be available to organizations and/or individuals. Details of these are included on the next page.

All amounts (net of any third party expenses) raised through the Cremona Cowboys Sponsorship Program will be used to reduce minor hockey fees in the future, help pay for team jerseys (which are showing their age), and yearly team socks.

If you or your organization would be interested in helping Cremona Minor Hockey through our sponsorship program, please contact Jenny Giles at (403)369-6866 or email us at Jenny@chinookwinds.ca. Thank you for your consideration and we look forward to discussing your involvement in the near future!

Jeremy Liesemer
President

2019 / 20 Cremona Cowboys Sponsorship Program Packages

Platinum Sponsorship (2019/20)

Sponsor name on 2 Cremona Minor Hockey teams jerseys for the year Includes both home and away jerseys (total of 4 sets of jerseys)

In arena advertising on side hockey boards (sponsor to provide signage to size) Platinum Sponsorship recognition on cremonaminorhockey.ca with company logo and link to sponsor's website

Framed team picture

\$5,000

Gold Sponsorship (2019/20)

Sponsor name on 1 Cremona Minor Hockey team jerseys for the year Includes both home and away jerseys (total of 2 sets of jerseys)

In arena advertising on end hockey boards (sponsor to provide signage to size) Gold Sponsorship recognition on cremonaminorhockey.ca with company logo and link to sponsor's website

Framed team picture

\$3,000

Silver Sponsorship (2019/20)

Sponsor name on 1 set of Cremona Minor Hockey team jerseys for the year

In arena advertising on wall behind benches (sponsor to provide signage to size) Silver Sponsorship recognition on cremonaminorhockey.ca with company logo and link to sponsor's website

Framed team picture

\$1,500

Bronze Sponsorship (2019/20)

In arena advertising on wall behind benches (sponsor to provide signage to size) Bronze Sponsorship recognition on cremonaminorhockey.ca with company logo and link to sponsor's website

\$500