



November 7th, 2022

Dear Potential **FHA** Sponsor,

Thank you for taking the time to consider sponsoring **Field Hockey Alberta (FHA)**. FHA is the Provincial Sports Organization responsible for supporting field hockey in the province. FHA is committed to operating with integrity, openness and respect to ensure that our tradition of field hockey excellence is preserved in Alberta and that our sport is open to people of all ages, skill levels and abilities.

The pandemic, as with all sports, has affected our regional sport development as well as grassroots program development. We went from having 1314 (2018-19) members to a just over 600 (2021-22) this year. We went from having 447 kids in our spring Calgary programming (our prime season) to having just under 100 this year. Our Red Deer program was at 60 kids in (2019) to only 11 kids (2022) this spring. Our Edmonton program is nonexistent at this point.

This is where you come in! We have received exciting information from the Government of Alberta who through Sport, Physical Activity and Recreation (SPAR) Donation Fund Program encourages financial support for the development of sport, physical activity and recreation in Alberta. They will be providing up to \$10,000 donation-matching funds to Field Hockey Alberta from now until December 31st, 2022.

This means we need at least 10 companies to donate \$1,000 or 20 companies to donate \$500 **before December 31st, 2022** and then we will receive \$20,000! To learn more about the SPAR Donation Fund Program, click the following links:

<https://albertasport.ca/programs/donation-fund-program/>

[Donation Fund Program matching campaign | Alberta.ca](#)

Funds received from our sponsors will help provide coaches to our regional programs, try it free programs throughout the region, school programs in Calgary and outskirts and so much more. Your support is greatly appreciated by the many volunteers, board members, and staff who make this organization succeed in providing a healthy and inclusive activity for our youth.

If you have any questions, please contact us using the details below.

Thank you for your support!

Lara Mack (she/her)

Executive Director

Email: executivedirector@fieldhockey.ab.ca

Cell Phone: 403.862.4950

Office Phone: 403.670.0014

Web www.fieldhockey.ab.ca