

SPONSORSHIP OPPORTUNITIES





About Medicine Hat Ringette Association

As a primarily female ice sport, ringette offers young ladies a chance to develop their skating skills, learn the benefits of teamwork and have a lifelong sport to stay healthy both mentally and physically.



Ringette emphasizes team play over individual stardom.

Ringette seeks to develop individuals to their maximum potential as an athlete and as a person.



Ringette Metrics

168 Athletes
play on ringette teams in
Medicine Hat.

\$436,077
in economic activity
generated by the annual Ed
Horvath Interprovincial
Ringette Tournament in
Medicine Hat.

313 practice ice slots, 40
league games and 86
tournament games in
2022/2023 season.

Medicine Hat teams play
in the Chinook League,
playing teams
throughout Southern
Alberta
for league games.

500 athletes
from
32 teams across
Alberta and
Saskatchewan
attend the home
tournament.

SPONSORSHIP OPPORTUNITIES



Sponsorship Categories

Brand Awareness

Goal: To increase recognition and knowledge of your brand within the ice sport community.

Relevant Sponsorship Opportunities:

- Tournament Player Gifts
- Medicine Hat Athlete Apparel
- Tournament Banners

Consumer Engagement

Goal: To interact directly with potential customers from Alberta and Saskatchewan

Relevant Sponsorship Opportunities:

- Tournament Naming Rights
- Tournament Medals
- Tournament Supporter

Loyalty

Goal: To have local families continually supporting your business throughout the year.

Relevant Sponsorship Opportunities:

- Medicine Hat Athlete Gift
- Medicine Hat Athlete Apparel

Community Support

Goal: To ensure your company is recognized a proud supporter of community groups and events.

Relevant Sponsorship Opportunities:

- Ringette Supporter
- U10 Supporter

Brand Awareness

Your brand wants to be recognized and top-of-mind for sport families.

Tournament Naming Rights - \$10,000

Annual ringette tournament hosting over 30 teams, the first weekend in December. Naming rights would allow Sponsor to rename the tournament including their company name and help with logo redesign. Logo to be on display on all tournament materials. A promotion plan would be created in partnership with the Sponsor.

Sponsor Benefits	Included in the Package
Logo recognition on tournament sponsor sign	•
Opportunity to have item in tournament parent info bag	•
Opportunity to have item in tournament athlete bag	•
Social media posts	10x
Opportunity to have a booth at rink during tournament	•
Opportunity to provide rink signage during tournament	•
Announcement before games during tournament	10x
Logo on website	12 months
Logo and link on TeamSnap program	•
Medal presentation	•
Press release recognition	•
Logo to appear on all tournament materials (with multi-year sponsorship)	•
Selection of Tournament Name (with multi-year sponsorship)	•

Brand Awareness

Your brand wants to be recognized and top-of-mind for sport families.

Medicine Hat Athlete Apparel- \$4000-\$7000.

Sponsorship based on item chosen (ex. Hoodie, jacket or vest). Sponsor logo to be included on apparel. Personalized items are worn by Medicine Hat players throughout the season and beyond!

Sponsor Benefits	Included in the Package
Logo recognition on tournament sponsor sign	•
Opportunity to have item in tournament parent info bag	
Opportunity to have item in tournament athlete bag	
Social media posts	5x
Opportunity to have a booth at rink during tournament	
Opportunity to provide rink signage during tournament	•
Announcement before games during tournament	
Logo on website	6 months
Logo and link on TeamSnap program	
Medal presentation	
Press release recognition	
Logo to appear on athlete apparel	•
Selection of Tournament Name (with multi-year sponsorship)	

Brand Awareness

Your brand wants to be recognized and top-of-mind for sport families.



Tournament banners - \$500

Vinyl banners printed locally and given to the first place team in every age category at the annual home tournament.

Sponsor Benefits	Included in the Package
Logo recognition on tournament sponsor sign	•
Opportunity to have item in tournament parent info bag	
Opportunity to have item in tournament athlete bag	
Social media posts	1x
Opportunity to have a booth at rink during tournament	
Opportunity to provide rink signage during tournament	•
Announcement before games during tournament	
Logo on website	3 months
Logo and link on TeamSnap program	
Medal presentation	
Press release recognition	
Logo to appear on athlete apparel	
Selection of Tournament Name (with multi-year sponsorship)	



Loyalty

Your company supports local sports and those families will support you.

Medicine Hat Athlete Gift - \$2000

Each season the MHRA gives each athlete a small gift in celebration of the holiday season. Sponsor provided material can be included in the gift bag!

Sponsor Benefits	Included in the Package
Logo recognition on tournament sponsor sign	•
Opportunity to have item in tournament parent info bag	
Opportunity to have item in tournament athlete bag	
Social media posts	3x
Opportunity to have a booth at rink during tournament	
Opportunity to provide rink signage during tournament	•
Announcement before games during tournament	
Logo on website	3 months
Logo and link on TeamSnap program	
Medal presentation	
Press release recognition	
Logo to appear on athlete apparel	
Logo to appear on athlete gift	•

Loyalty

Your company supports local sports and those families will support you.

Medicine Hat Athlete Apparel- \$4000-\$7000

Sponsorship based on item chosen (ex. Hoodie, jacket or vest). Sponsor logo to be included on apparel. Personalized items are worn by Medicine Hat players throughout the season and beyond!

Sponsor Benefits	Included in the Package
Logo recognition on tournament sponsor sign	•
Opportunity to have item in tournament parent info bag	
Opportunity to have item in tournament athlete bag	
Social media posts	5x
Opportunity to have a booth at rink during tournament	
Opportunity to provide rink signage during tournament	•
Announcement before games during tournament	
Logo on website	6 months
Logo and link on TeamSnap program	
Medal presentation	
Press release recognition	
Logo to appear on athlete apparel	•
Logo to appear on athlete gift	

Community Engagement

Your want to reach potential customers in the niche family market from AB and SK.

Tournament Naming Rights - \$10,000

Annual ringette tournament hosting over 30 teams, the first weekend in December. Naming rights would allow Sponsor to rename the tournament including their company name and help with logo redesign. Logo to be on display on all tournament materials. A promotion plan would be created in partnership with the Sponsor.

Sponsor Benefits	Included in the Package
Logo recognition on tournament sponsor sign	•
Opportunity to have item in tournament parent info bag	•
Opportunity to have item in tournament athlete bag	•
Social media posts	10x
Opportunity to have a booth at rink during tournament	•
Opportunity to provide rink signage during tournament	•
Announcement before games during tournament	10x
Logo on website	12 months
Logo and link on TeamSnap program	•
Medal presentation	•
Press release recognition	•
Logo to appear on all tournament materials (with multi-year sponsorship)	•
Selection of Tournament Name (with multi-year sponsorship)	•

Consumer Engagement

Your want to reach potential customers in the niche family market from AB and SK.

Tournament medals - \$1500

Specialty Alberta-made die-cut medals. Presented to the 1st, 2nd and 3rd place teams in every age category at the annual home tournament.

Sponsor Benefits	Included in the Package
Logo recognition on tournament sponsor sign	•
Opportunity to have item in tournament parent info bag	
Opportunity to have item in tournament athlete bag	
Social media posts	3x
Opportunity to have a booth at rink during tournament	
Opportunity to provide rink signage during tournament	
Announcement before games during tournament	•
Logo on website	3 months
Logo and link on TeamSnap program	
Medal presentation	•
Press release recognition	
Logo to appear on athlete apparel	
Logo to appear on athlete gift	

Consumer Engagement

Your want to reach potential customers in the niche family market from AB and SK.

Tournament supporter - \$1000

Tournament supporter sponsors can have a booth and/or signage at the annual tournament. The sponsor's logo will appear on the tournament app with a website link. Sponsors will also have the option of supplying marketing materials to all the attendees of the tournament.

Sponsor Benefits	Included in the Package
Logo recognition on tournament sponsor sign	•
Opportunity to have item in tournament parent info bag	
Opportunity to have item in tournament athlete bag	•
Social media posts	3x
Opportunity to have a booth at rink during tournament	•
Opportunity to provide rink signage during tournament	•
Announcement before games during tournament	•
Logo on website	3 months
Logo and link on TeamSnap program	•
Medal presentation	
Press release recognition	
Logo to appear on athlete apparel	
Logo to appear on athlete gift	

Community Supporter

You want to show your support for local sports and youth in the community.

RU10 supporter - \$750

U10 supporters will have their logo added to the U10 half ice boards. Boards are used throughout the season by all U10 Step 1 & 2 teams.

Sponsor Benefits	Included in the Package
Logo recognition on tournament sponsor sign	•
Opportunity to have item in tournament parent info bag	
Opportunity to have item in tournament athlete bag	•
Social media posts	2x
Opportunity to have a booth at rink during tournament	
Opportunity to provide rink signage during tournament	
Announcement before games during tournament	
Logo on website	3 months
Logo and link on TeamSnap program	
Medal presentation	
Press release recognition	
Logo to appear on athlete apparel	
Logo to appear on athlete gift	

Community Supporter

You want to show your support for local sports and youth in the community.

Ringette supporter - \$500

Ringette supporters will have the option of supplying marketing materials to the local athletes or to all the attendees of the annual tournament.

Sponsor Benefits	Included in the Package
Logo recognition on tournament sponsor sign	•
Opportunity to have item in tournament parent info bag	
Opportunity to have item in tournament athlete bag	•
Social media posts	
Opportunity to have a booth at rink during tournament	
Opportunity to provide rink signage during tournament	
Announcement before games during tournament	
Logo on website	3 months
Logo and link on TeamSnap program	
Medal presentation	
Press release recognition	
Logo to appear on athlete apparel	
Logo to appear on athlete gift	

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We look forward to learning more about your marketing and community engagement goals and discussing the ways we can leverage the sponsorship opportunities with the Medicine Hat Ringette Association to help you achieve them.

Elisha Ammann

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