



# MI'KMAQ WARRIORS



**Team  
Sponsorship  
Packages**

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## Our Story!

Since the Jesuits made their way to Nova Scotia approximately 250+ years ago, and they noted the stick and ball game that the Mi'kmaq First Nation were playing, the sport of lacrosse (once deemed "Warrior Training" by the British Commonwealth) has grown to be Canada's National Sport.

In 2009, a dedicated group of players from the Millbrook Reservation in central Nova Scotia got together and created what is still one of only a handful of First Nation lacrosse teams across the country, the Millbrook Warriors. The Warriors name was symbolic in that they were reclaiming the game that had been stripped from them in their past.

The Mi'kmaq Warriors' inaugural 2015 season was exciting and fast paced. The Warriors home opener broke records of attendance in the East Coast Junior Lacrosse League (ECJLL) and they finished the season with the highest average attendance in the league. The Warriors didn't only have off floor success, but completed the team goal of making the playoffs in our inaugural season. The Warriors brand has spread across Nova Scotia, as our franchise has become a model for success around the province. The Mi'kmaq Warriors play in the ECJLL, which feature teams from Halifax, Dartmouth, Sackville and Moncton, allowing your company to be seen around Nova Scotia. The Warriors are non-profit association operated by a talented volunteer board that are committed to not only providing opportunities for youth to be physical active, but upholding the Warriors



## Our Vision:

PROVIDE ELITE LACROSSE FOR COLCHESTER COUNTY, MI'KMAW AND ATHLETES IN THE SURROUNDING COMMUNITIES

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OPERATE AN ELITE TEAM, PREPARING PLAYER FOR NCAA/PRO LACROSSE.

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CELEBRATE MI'KMAQ CULTURE, HISTORY, HERITAGE AND THE GAME OF LACROSSE.

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DEVELOP STRONG COMMUNITY PARTNERSHIPS TO CREATE A CULTURE THAT SUPPORT LACROSSE.

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## Our Goal

Our goal is to provide an expense-free experience for our players, while also having high expectations of them as community mentors. Corporate sponsorship helps support active youth while breaking down barriers to participation in sport and can make you part of a new brand spreading across Nova Scotia. We are asking that you support our goals and likewise help us uphold the overall Nova Scotian values of being hard working, athletic, tough and hospitable.

# Our Sponsorship Packages:

## **PROGRAM SPONSOR minimum of \$250.00**

The program sponsorship is a great way to show your support for the team and be visible in the community! We will have approximately 8 home games throughout the season and your company will be featured in each game-day program.

**Sponsor receives: Company logo on the Warriors' website & Game Day program, Right to use "Proud sponsor of the Mi'kmaq Warriors" logo on your own website or marketing material (decals also available), Framed display "Thank You" photo, and 2 tickets to every home game throughout the season.**

Number of Spots Available: 3

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## **FRIEND OF THE WARRIORS SPONSOR (Player fees) minimum of \$450.00**

The Friend of the Warriors sponsorship is a great way to show your support for the team and to grow the game of lacrosse in our community. Your generous donation will cover all registration costs for one player for the 2021 season.

**Sponsor receives: 2 tickets to every home game throughout the season + signed Thank-you photo of the player**

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## **WARM-UP SPONSOR minimum of \$500.00**

The Warmup Sponsor's logo will be proudly displayed on all 25 Warriors players' warm up gear. Warm-up gear is worn on the floor for pregame warm-ups while all fans, supporters and families find their seat for Warriors' home and road games. Warm-up is a minimum of 30 minutes before game time and the Warriors wear their warmup gear during this time for all to see.

**Sponsor receives: Company logo on the Warriors' website & Game Day program, Right to use "Proud sponsor of the Mi'kmaq Warriors" logo on your own website or marketing material (decals also available), Framed display "Thank You" photo, 2 warm up shirts and 2 tickets to every home game throughout the season.**

Number of Spots Available: 1

## **FRISBEE TOSS SPONSOR minimum of \$500.00**

The Frisbee Toss Sponsor will be announced during our 2nd intermission Frisbee toss. The Warriors Frisbee Toss was the talk of the East Coast Junior Lacrosse League (ECJLL) during the 2015 season. On average over 40 fans purchase Frisbees to be a part of the 2nd period excitement. Your company will also be the prize supplier for the winner (closest to the middle dot) of the Frisbee toss.

**Sponsor receives: Company logo on the Warriors' website & Game Day program, Right to use "Proud sponsor of the Mi'kmaq Warriors" logo on your own website or marketing material (decals also available), framed display "Thank You" photo, and 2 tickets to every home game throughout the season.**

Number of Spots Available: 1

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## **POWER PLAY SPONSOR \$750.00**

The Power Play Sponsorship will feature your company as the exclusive power play sponsor. Your company's name will be announced as the title sponsor for every power play that occurs during ALL home games throughout the season. On average, there are 7 - 10 penalties per game, per team.

**Sponsor receives: Company logo on the Warriors' website & Game Day program, Right to use "Proud sponsor of the Mi'kmaq Warriors" logo on your own website or marketing material (decals also available), Framed display "Thank You" photo, and 2 tickets to every home game throughout the season.**

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## **PLAYER APPAREL SPONSORSHIP \$1,000.00\* or \$1,500.00\*\***

Your company's logo and/or name can appear on all of our team polo shirts and jackets. Complimentary apparel will be provided to sponsors as well.

**What the sponsor receives: Sponsor recognition on our website & Game Day Program, Right to use "Proud sponsor of the Mi'kmaq Warriors" logo on your own website or marketing material (decals also available); Framed display "Thank You" photo, 2 pieces of Warriors Clothing and 4 tickets to every home game throughout the season.**

\*Polo Sponsor Price ..... \$1,000.00

\*\*Jacket Sponsor Price..... \$1,500.00

## **MERCHANDISE SPONSOR \$1,200.00**

The Merchandise Sponsor will have their company logo on all Warrior merchandise made and purchased during the 2021 season. Warrior merchandise is sold at every Warrior home game throughout the season and the Warrior brand has spread like wildfire across Nova Scotia and beyond. After making the playoffs in our inaugural season as the first Mi'kmaq team to ever compete in the East Coast Junior Lacrosse League, fans have wanted to show their support in the community. Team merchandise is the perfect way to be a part of the team and your company walks alongside the Warrior name as it continues to grow.

**Sponsor receives: Sponsor recognition on our website & Game Day Program, Right to use "Proud sponsor of the Mi'kmaq Warriors" logo on your own website or marketing material (decals also available); Framed display "Thank You" photo, 2 pieces of Warriors Clothing and 4 tickets to every home game throughout the season.**

Number of Spots Available: 4

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## **JERSEY SPONSORSHIPS \$2600.00**

The jersey sponsorship will feature your company's name on the back of one of the Warriors' jerseys (across the bottom below the number) and company logo (located on wrist of jersey), on the home or away jersey. As part of the Jersey sponsor, your company name will be featured on our Mi'kmaq Warrior website and Game Day Program.

Requirement: Company name to a maximum of 24 digits.

**Sponsor receives: Company logo on the Warriors' website & Game Day program, Right to use "Proud sponsor of the Mi'kmaq Warriors" logo on your own website or marketing material (decals also available), Framed display "Thank You" photo, and 2 tickets to every home game throughout the season.**

**Complimentary Jersey will be provided to sponsors as well.**

Number of spots available: 2

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# Sponsorship Tiers

## BRONZE LEVEL 100-499

Your logo displayed on the Warrior's website & gameday programs, right to use "Proud sponsor of the Mi'kmaq Warriors", framed display "Thank-you" photo and 2 tickets to every home game throughout the season.

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## SILVER LEVEL 500-999

All Bronze benefits + Your company logo displayed on the Mi'kmaq Warriors team banner (banner is displayed behind team bench at EVERY game)

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## GOLD LEVEL 1000-1499

All Silver benefits + In-game announcements to advertise your company (pre-game, intermission and post-game) \*BONUS\* Sponsor exclusive merchandize!

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## PLATINUM LEVEL 1500+

All Gold benefits + Featured sponsor of the season (advertising space at front of rink and room for a booth \*BONUS\* Sponsor exclusive merchandize!

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**Thank you, and  
we look forward  
to working with  
you.**