



# RINGETTE ALBERTA

## SPONSORSHIP OPPORTUNITY

### Boost Your ROI and Elevate Your Brand

**Unleash the Power of Female Sports Sponsorship  
& Influencer Marketing and benefit your bottom line!**

We are excited to present a one-of-a-kind sponsorship opportunity that combines the effectiveness of **social media influencer marketing**, the **recognition of community** backing, and the **enthusiastic female sports community**.

This is a high-impact marketing opportunity that offers **substantial returns** and **widespread exposure** for your company with **unheard of levels of social reach**.

**We know the right exposure and return is essential to your company.  
Just ONE of our sponsored post was able to reach  
821,000 people via our social media.**

We have tailored our influencer marketing/sponsorship packages to offer meaningful exposure and brand integration opportunities that will get you in front of your target customer easily.

### How?

**Our social media reach is OVER 750,000 VIEWS in 90 days,  
but that's not even the best part!**

The best part is the demographics of these views, 99% Canadian, 50% centralized to Alberta.

If your goal is to increase your reach locally, and get your brand in front decision makers in the family, this IS the way.

To further discuss the details, I would like to arrange a meeting, either in person or virtually to discuss.

**We believe that your organization's partnership with Ringette Alberta will make a lasting difference in the lives of young female athletes and contribute to building a stronger, more inclusive community.**

Sincerely,  
Liz Brousseau  
Marketing + Communications Manager  
Ringette Alberta

403- 869-7277



# RINGETTE ALBERTA

## WHY SPONSOR RINGETTE ALBERTA?

**If a brand sponsored your favourite sport, how much more likely would you be to:**

■ Fans of women's sport ■ Fans of men's sport

**Think positively about it:**



**Talk to my friends about it:**



**Purchase it:**



**Engage with it:**



Source: The Space Between · [Get the data](#) · Created with [Datawrapper](#)

### Why female sport sponsorship?

**Because the market is UNTAPPED, ENGAGED and PROVEN to support sponsors!**

#### The NEW economy of sports, by the numbers:

- 89% of sports fans are more inspired to take social action when partners and/or brands are associated with women athletes (teamwass.com)
- Brands featuring women athletes performed better than those featuring male athletes. (rbcwealthmanagement.com)
- Female athletes have 2x more engagement on social media. (rbcwealthmanagement.com)

#### Return on Investment (ROI) Benefits:

1. Enhanced Brand Image: Your brand will be associated with positive values such as empowerment, equality, and community support. This will boost your brand's image, making it more appealing to customers and stakeholders.
2. Targeted Marketing: Sponsoring Ringette Alberta allows you to target a specific demographic—parents, families, and sports enthusiasts—whose values align with the promotion of female sports and youth development.
3. Engaged Community: Access our highly engaged community. Ringette is not saturated with sponsors, like other sports are, and our community is very engaged and grateful to businesses that support our sport.
4. Public Relations Opportunities: Your sponsorship has the potential to attract media attention, creating opportunities for positive press coverage and showcasing your commitment to supporting female sports. This is currently a 'hot topic' in the news.



# RINGETTE ALBERTA

#THISISMYRINGETTE

@ringettealberta

ABOUT US



## RINGETTE ALBERTA

Ringette Alberta is a non-profit organization that promotes and develops the sport of ringette in the province of Alberta. As a business, sponsoring Ringette Alberta can help increase brand awareness and exposure. Ringette is a popular sport in Alberta, with a passionate and engaged audience this will help your business reach a wider audience and connect with potential customers. Sponsors will have their logos displayed on social media channels, websites, email marketing, tournament marketing, and other promotional materials.

**90 Day Reach: 750k+ Views**

EARNED MEDIA VALUE PER POST: \$1700 EACH!

90 DAYS	120 K	WEBSITE
	195 K	TIK TOK
	365 K	INSTAGRAM
	179 K	FACEBOOK
	6.1 K	YOUTUBE



### Demographics

TOP COUNTRIES	Canada	99%				
TOP CITIES	Calgary + Edmonton					
AGE RANGE	13-17	16%	18-24	22.4%	35-54	28.6%

### ENGAGEMENT

ENGAGEMENT RATE	FEMALE AUDIENCE
<b>5.6%</b>	<b>89%</b>

\*Most influencers will have an engagement rate between 1% and 3%, so anything over 3% is considered **above average**.

FOR INQUIRIES: [liz@ringettealberta.com](mailto:liz@ringettealberta.com) | [@ringettealberta](https://www.instagram.com/ringettealberta) | [ringettealberta.com](http://ringettealberta.com)



# RINGETTE ALBERTA

## SPONSORSHIP LEVELS AND BENEFITS

### Social Media Sponsor Level

**\$6000/year**

**Leverage the power and exposure provided by Ringette Alberta to connect and influence your target market!**

Included at this level

- One social media post per month dedicated to thanking our sponsors where your brand logo will be shown and your social media account tagged.
- One 'sponsored by' post per month dedicated to your business.
- Earned Media Valuation per post is \$1000 (This valuation is given based on our audience exposure, demographics and engagement) total value to your business for 12 month period approx. \$20,000

Your Investment in female sports for this sponsorship level \$6000.00

### Multi Media Sponsor Level

**\$10,000/ Year**

**Mass and recurring recognition to our highly engaged Alberta audience!**

Included at this level is all of the Social Media Sponsor Level Plus:

- Your logo and business linked on every 'RAB Ringer' our ringette monthly newsletter that is e-delivered to 10,000 homes per month.
- Your logo and business linked throughout our website in a premier 'official sponsor' section.
- Your logo included on Ringette Alberta Camp t-shirts for 150 local athletes.

Your Investment in female sports for this sponsorship level \$10,000.00

**THIS LEVEL will give you the most exposure to our highly engaged audience.**

### Ringette Alberta Camp Sponsor:

**\$1,500/year**

Ringette Alberta camps every year and are sold out in days. These 3 day events run similar to a tournament and bring friends and family from all over Alberta to one location for 3 days. This is the best investment for a local business that would like to benefit from the Ringette Alberta Audience.

Limited to 2 sponsors per location (Cochrane and St. Albert)

- Your business featured during the event on social media platforms.
- Your logo on Camp t-shirts sported by all athletes during the event. (approx 150 athletes)
- Your logo and business linked included on webpage and in communications regarding the event. (ie: RAB Cup sponsored by X amazing local business)

**Your Investment in female sports for this sponsorship level \$1,500.00**



# RINGETTE ALBERTA

## SPONSORSHIP LEVELS AND BENEFITS

### Social Media Post Sponsor- Coach/Team of the Month

**\$750/post (or \$7500 for the year)**

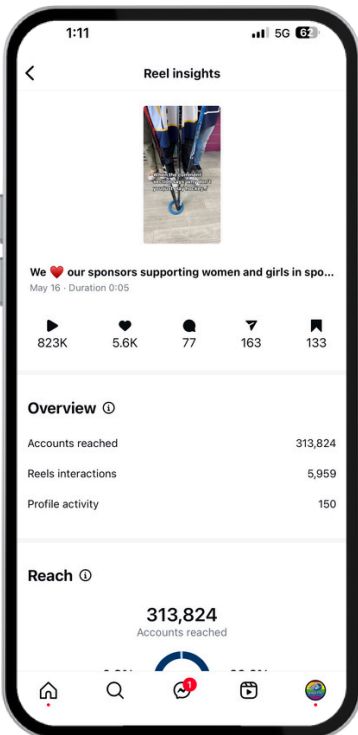
**The power and exposure provided by Ringette Alberta without a year commitment!**

Included at this level

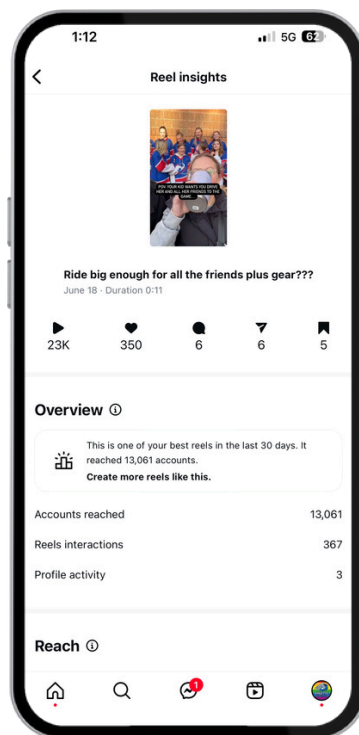
- One social media post per month recognizing a coach of the month and a team of the month.
- Post will be 'sponsored by' your business displaying your logo and linking your social handles.
- Earned Media Valuation per post is \$1700 (This valuation is given based on our audience exposure, demographics and engagement) total value to your business per post is \$1700

Your Investment in female sports for this sponsorship level \$750/post.

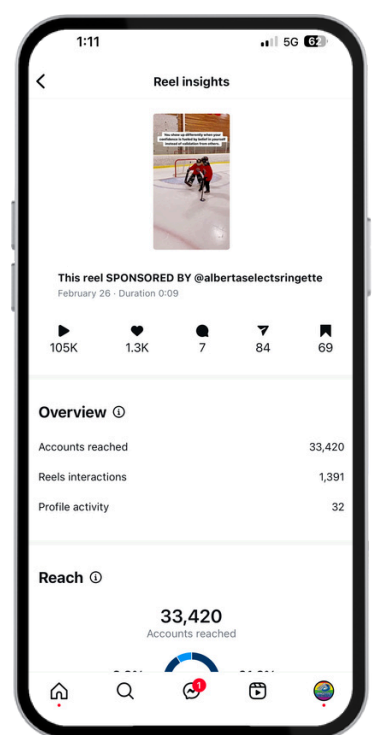
## RESULTS!



**823k views on this post recognizing sponsor Plato's Closet!**



**23k views on this post recognizing sponsor Lexus of Calgary!**



**105k views on this post recognizing sponsor Alberta Selects!**