

A group of hockey players in blue and orange uniforms are clustered together on the ice, holding their sticks. The background shows an indoor arena with other players and spectators. The text is overlaid on the lower half of the image.

# **SASKATOON BLAZERS 2020/2021 SPONSORSHIP PACKAGE**

1921 Pembina Ave

Saskatoon, SK. S7K 1C4

Phone: (306) 222-7230

Website: [www.saskatoonblazers.ca](http://www.saskatoonblazers.ca)

# The Blazers

The Saskatoon Blazers are a midget AAA hockey team in the SMAAAHL. The league consists of 12 teams from across Saskatchewan and is widely considered to be one of, if not the best midget AAA leagues in the country. The teams coaches, trainers, management and hockey operations staff work extremely hard to motivate and develop these young players to become successful on and off the ice. For an organization to keep the tradition that the Blazers have within our city and province, we have created a sponsorship program with a variety of different opportunities for companies or individuals to market their brand.

The B's play 22 home game at the Rod Hamm Memorial Arena, which provides ample amounts of available advertising. We offer our sponsors online advertising as we have a very strong online presence. Digital Marketing is growing rapidly and the Blazers are no exception with over 1500 followers on Instagram, 1600 on Twitter and about 200,000 hits on our website [www.saskatoonblazers.ca](http://www.saskatoonblazers.ca)

The most important aspect of this sponsorship program is to help these young men continue to play and live their dream of being a hockey player. Hockey is one of the most expensive sports to play with our team fees costing each player just over \$7,000.00.

As members of the Saskatoon business and hockey community, the Blazers ask you for your support this upcoming season to keep a great Sask tradition going.





# Alumni

## Braden Holtby

- Stanley Cup Champion
- 2X NHL All-Star
- World Cup Gold Medal
- Vezina Trophy Winner



## Colby Armstrong

- 476 Career NHL Games
- Sportsnet Hockey Analyst

## Jarret Stoll

- NHL All-Star
- 2x WHL Champion
- 2x Stanley Cup Champion
- 872 Career NHL Games



## Curtis Leschyshyn

- 1033 Career NHL Games
- Stanley Cup Champion
- 3rd Overall Draft Pick to the Nordiques

## Other Notables

- Todd McClellan (Head Coach - LA Kings)
- Rhett Warrener (Calgary Flames)
- Brendan Witt (various teams)
- Tim Gitzel (CEO - Cameco)

## BENEFITS & DETAILS

	Platinum	Gold	Silver	Bronze	Game
Value	\$15,000	\$5,000	\$2,500	\$1,000	\$500
Company name on jersey	•				
Recognition as title sponsor	•				
Website logo profile	•	•	•	•	
P.A. game day recognition	•	•	•	•	
Game entry banner	Center profiled	Profiled			
Social media postings	•	•	•	•	
Season passes	15	10	8	6	4
Program Ad 22 games	Full page (logo)	1/2 Page (logo)	1/4 page (logo)	1/8 page (listed)	1 Game (logo)
Sponsors night event	•	•	•	•	

## Other Opportunities

### Uniform Partner

- Jersey (lower back bar exclusive per player) \$1,000
- Pants patch (for team) \$ 3,000
- Helmet sticker (for team). \$ 3,000

### In Game Partner

- Power Play \$ 2,000
- Penalty Kill \$ 2,000
- 50/50 \$ 2,000
- Pucks \$ 1,000

### Value

### Quantity

22

1

1

1

1

1

1



## Media Reach

The Blazers provide a wide exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide to the types of advertising, public and community relations opportunities afforded by a sponsorship

### Website ([www.saskatoonblazers.ca](http://www.saskatoonblazers.ca))

- Roster and stats
- Schedule
- Notable Alumni
- Standings
- Community Involvement
- Advertising of sponsors

### Twitter ([@stoonblazers](https://twitter.com/stoonblazers))

- Provides game day info
- Real time scoring
- Sponsor advertising
- Over 1600 followers
- PLR of the game

### Instagram ([saskatoon blazers](https://www.instagram.com/saskatoon_blazers))

- Photos from all Blazer activity
- Game previews
- Sponsor Advertising
- PLR of the game

# Payment Form

Please fill out the following form to confirm your chosen sponsorship level. Completed forms can be returned to either Cole Shepherd (GM) or Dillon Schwartzenberger (Sponsorship Coordinator) at [saskatoonblazers@shaw.ca](mailto:saskatoonblazers@shaw.ca).

**THANK YOU FOR SUPPORTING THE SASKATOON BLAZERS  
AAA MIDGET HOCKEY TEAM!**

## Contact Information:

\_\_\_\_\_  
Company Name (*as you wish to be acknowledge*)

\_\_\_\_\_  
Contact Person's Name

\_\_\_\_\_  
Company Email Address

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/Province/Postal Code

## Sponsorship Opportunities

\_\_\_ Platinum Sponsor

\_\_\_ Gold Sponsor.

\_\_\_ Silver Sponsor

\_\_\_ Bronze Sponsor

\_\_\_ Game Sponsor

Once we receive your completed form, Blazer staff will contact you to discuss benefits and recognition.

Please send high resolution logo to [saskatoonblazers@shaw.ca](mailto:saskatoonblazers@shaw.ca)

## Payment Information

\_\_\_ Please send me an invoice

\_\_\_ I have enclosed a cheque made payable to Sasaktoon Blazers

\_\_\_ Please charge my credi card

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Security Code

\$ \_\_\_\_\_  
Total Sponsorship Commitment

\_\_\_\_\_  
Authorized Sponsor Signature

\_\_\_\_\_  
Date