



Sherwood Park Ringette Association

**THIS SPOT SAVED
FOR A REALLY
GREAT SPONSOR.**

2024
Sponsorship
Opportunities

Our Mission & Vision

Mission Statement

To support Sherwood Park Ringette Association athletes, coaches, officials and families in their pursuit of excellence in Ringette. SPRA will strive to provide current and applicable best practices, policies and structure to ensure fair opportunities are provided to all athletes, association members and the Community.

Vision Statement

To be an amateur sport organization of choice that develops and inspires young athletes, fostering a lifelong commitment to Ringette, Team and Community.



Sherwood Park Ringette Association



Why Female Sport Sponsorship?

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

The NEW Economy of Sports:

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



Benefits To Your Business

Enhanced Brand Image

Your brand will be associated with positive values such as empowerment, equality, and community support.

Targeted Marketing

SPRA allows you to target a specific demographic – parents, families and sports enthusiasts – whose values align with the promotion of female sports and youth development.

Engaged Community

Ringette is not saturated with sponsors, like other sports are, and our community is very engaged and grateful to the businesses that support our sport.



The Power of Female Sport Marketing

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](#)

Summary of Opportunities

We have multiple levels of sponsorship opportunities available, and we greatly appreciate any level of support that you can provide.

- Team Jerseys
- Company Banners
- Digital Marketing
- Tournament
- Cash & Value in Kind



Team Jersey Sponsorship

Option 1 - \$2000+

- Company Name on up to 2 or more team jerseys
- Corporate Logo and Weblink on the SPRA Website
- Per Team Price - \$1,000.00 (1 yr) with optional yearly extension pricing
- Per Team Price - \$750 (3 year term)

Jersey crests (30/team) to be supplied by sponsor.
Stitching and removal is not included.
Division and Team choices are on a first come, first served basis.

Option 2 - \$1500

- Company Name on one team jersey
- Corporate Logo and Weblink on the SPRA Website
- Per Team Price - \$1,500.00 (1 yr) with optional yearly extension pricing



Banner Program

Company Banner hung at select ice sport facilities in Strathcona County

- Company Banner (8 feet wide x 4 feet high)
- Corporate Logo & weblink on the SPRA Website

Per Banner Price

- One Year - \$750*
- Two Years - \$1,200 (\$600/yr)*
- Three Years - \$1,500 (\$500/yr)*

*additional cost to produce banners at sponsor's expense
Approximate cost for artwork & production - \$200 + gst



Digital Marketing Sponsor

3 Options Available - \$1000 each

Business Feature

- Bio and option of including an offer in a quarterly email to our members

Social Sponsorship

- Your business will be linked in our “link in bio” on Instagram
- One social post quarterly thanking your business for your support

Reach

- Facebook -1000 followers, Instagram – 1236 followers
- Email –our most recent message went to 814 email addresses
- Three Years - \$2,000



Tournaments

Main Sponsor - \$4,000

- Name and Logo on all game result banners
- Recognition for all promotional efforts specific to the tournament
- Opportunity to provide “swag” for all tournament participants
- Featured in communications to teams and families & recognition in welcome letter
- Business will be mentioned in every social post during the event
- Dedicated “Thank You” social post at the conclusion of the event

Silent Auction

- Silent Auction Items are very much appreciated with corporate/individual recognition on the bid page
- One social post quarterly thanking your business for your support



Cash & Value in Kind

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SPRA & Teams are also happy to accept cash or value in kind donations. Your contributions would support some of the expenses below for individual teams or the association.

- Dryland Training
- Power Skating Instruction
- Mental Health Training
- Nutrition
- Tournaments



Ringette in Sherwood Park

The SPRA is a not-for-profit society registered with both the Provincial and Federal Governments.

The Association has grown from 40 players to 460 (2023/24) and has always been a leader in the sport throughout Alberta and Canada.

This past season, we hosted teams from across the province in multiple tournaments & Provincial Finals for the U14, U16 & U19 age groups.

Our athletes represented our community and association well, competing in Provincials and Championships from the U10 level, all the way to U19.

We were also fortunate to have 9 of our athletes and two of our coaches invited to participate in the Alberta Winter Games in February 2024.

Ongoing relationships with local businesses help us to equip our athletes, our coaches and our officiating staff with the operational needs to enhance our program and, provide our athletes with an exciting and safe playing experience.



Thank You

