

MERCHANTS



Sponsorship
Package

Team Information



The St. Albert Junior B Merchants play in the Capital Junior Hockey League (CJHL). The league is composed of 14 teams from the Edmonton area. Our opponents include Beaumont, Fort Saskatchewan, Leduc, Morinville, Sherwood Park, Spruce Grove, Stony Plain, Strathcona, Wetaskiwin, and four Edmonton based teams.

Home games for the regular season are played at Jarome Iginla Arena.

The Merchants program provides a brand of hockey that is developmental yet competitive. Players can usually find balance between their time on and off the ice. Most typically can work or go to school and still play competitive junior hockey. The Merchants organization is also a strong supporter of post-secondary education. Bursaries are made available to qualifying players through our Alumni Scholarship Program.

The Merchants Board is a group of volunteers who establish and follow a responsible budget that supports all team operations.

Revenue comes from modest player fees, sponsorships, and fundraising initiatives. Expenses for the team include ice time, officials, and operating costs that average approximately \$60,000 per year or higher.

Website:

www.stalbertmerchants.com

Email: stabmerchants@gmail.com

FaceBook: [@St.AlbertMerchants](https://www.facebook.com/St.AlbertMerchants)

Instagram: [@st.albertmerchants](https://www.instagram.com/st.albertmerchants)

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



All home games are at:

Jarome Iginla Arena

66 Hebert Road, St. Albert, AB

Team Accomplishments

Founded in 1983, the St. Albert Merchants have been one of the most successful Junior Hockey Clubs in the CJHL, as shown by their accomplishments below:



-
- 1983–1984:** Founding Year
 - 1984–1985:** CJHL Semi-Finalists
 - 1985–1986:** CJHL Challenge Cup & Provincials Champions
 - 1986–1987 :** CJHL Finalists
 - 1987–1988:** CJHL Challenge Cup, Founders Cup & Provincial Silver Medalists
 - 1988–1990:** CJHL Challenge Cup
 - 1994–1995:** CJHL Founders Cup
 - 1995–1996:** CJHL Challenge Cup, Provincial Champions & Western Canadian Silver Medalists
 - 1996–1997:** CJHL Challenge Cup, 36-0-0 Season & Founders Cup
 - 1997–1998:** CJHL Founders Cup & Provincials Silver Medalists
 - 1998–1999:** Provincial Semi-Finalists
 - 2004–2005:** CJHL Founders Cup
 - 2013–2014:** CJHL Challenge Cup, 33-3-1 Season, 4th Place in Provincials & AACL Community Living Award
 - 2014–2015:** CJHL Challenge Cup
 - 2022–2023:** CJHL Challenge Cup

MERCHANTS

Team Operations

Your sponsorship dollars go toward supporting an ever increasing operating budget

The St. Albert Merchants is a non-profit Hockey Club - all Board members are volunteers.



The St. Albert Merchants Hockey Club have an annual operating budget of **\$60,000**.

Ice costs account for **40% - 50%** of total operational expense - \$21,000 - \$25,000.



Each Merchants home game costs **\$575** (ice costs, referees etc.)

Equipment costs account for **12% - 16%** of total operational expense - \$6,000 - \$8,000.



Player registration fees cover **25%** of annual operating costs.

Registration fees are kept low as many players are supporting their schooling or just beginning working careers.



Players work to support the Merchants Hockey Club by participating in fundraising activities.

Players give back to the community. They volunteer at the food bank, assist with special Olympic activities, and participate in practices with young SAMHA players.



The Merchants Hockey Club award an annual education scholarship (one minimum) of **\$500**.

MERCHANTS

Platinum Sponsor



Platinum Sponsor
\$10,000

This special opportunity is one whereby you can put your company front and centre with hockey fans of all ages, enjoy exclusive and wide exposure, and signify your company's commitment to the community. As the Platinum Sponsor of our Club your company will enjoy the following:

Game Day Benefits:

- Recognition as Platinum Sponsors at all home games
- Signage/recognition at gate for all home games
- Company mentioned for all Power Play goals during home games
- Audio description on sponsor business during all home games

Overall Promotional Opportunities

- Logo/advertising on jerseys (home and away) if needed
- Recognition on team website as Platinum Sponsor, logo placement on all pages of website
- Recognition at all Team functions
- Mention in all social media marketing

Personal Benefits:

- Free season tickets for home games

Sponsorship Options:

1

\$10,000

one-time commitment
(as above)

2

\$10,000

payable over 2 seasons
(\$5,000 per season)



Gold & Silver Sponsors



Gold Sponsor
\$5,000

As a Gold Sponsor of our Club, your company will enjoy the following:

Game Day Benefits:

- Recognition as Gold Sponsor at all home games
- Signage/recognition at gate for all home games
- Audio description on sponsor business during all home games

Overall Promotional Opportunities

- Recognition on team website as Gold Sponsor, logo placement on all pages of website
- Recognition at all Team functions
- Mention in all social media marketing

Personal Benefits:

- Free season tickets for home games
-



Silver Sponsor
\$2,000

As a Silver Sponsor of our Club, your company will enjoy the following:

Game Day Benefits:

- Recognition as Silver Sponsor at all home games
- Signage/recognition at gate for all home games

Overall Promotional Opportunities

- Recognition on team website as Silver Sponsor, logo placement on all pages of website
- Recognition at all Team functions
- Mention in all social media marketing

Personal Benefits:

- Free season tickets for home games



Bronze & Community Sponsors



Bronze Sponsor
\$1,000

As a Bronze Sponsor of our Club, your company will enjoy the following:

Overall Promotional Opportunities

- Recognition on team website as Bronze Sponsor, logo placement on all pages of website
- Mention in all social media marketing

Personal Benefits:

- Free season tickets for home games



Community Sponsor
\$500

In the early years of the Club's development was primarily funded by the local Merchants of St. Albert who contributed a minimum of \$200-300 and in return the junior hockey players were able to continue to play competitive hockey while pursuing post secondary education while giving back to the community in various volunteer roles that supported local charities and businesses.

The Community Sponsor helps us recognize the local merchants of St. Albert

Overall Promotional Opportunities

- Recognition on team website as Community Sponsor, logo placement on all pages of website
- Mention in all social media marketing

Personal Benefits:

- Free season tickets for home games

Let's Go Merch!

Please follow us!

Instagram: @st.albertmerchants

Twitter: @The_Blue_Guys

Facebook: @St.AlbertMerchants

A proud sponsor Silver Level of the St. Albert Merchants since 2018

