



2022 SPONSORSHIP PACKAGE

Thank you for considering one of the BMHA Sponsorship opportunities for the 2022-2023 season. We look forward to following up with you regarding how we can best meet your business' sponsorship needs. If you have any questions or additional ideas of how your company can partner with BMHA to help keep hockey affordable for youth in our community, please contact us.

We have expanded our sponsorship options from previous years to try to include more businesses within the Brock Community. If the packages below are not of interest, we would be more than happy to discuss a customized option to suit your business.

STANDARD PACKAGES

Standard Packages have been expanded upon from what has traditionally been known as a "team sponsorship". Instead of a business being assigned a specific team, the Sponsor's Business Name will appear on the name bar of a certain number of both Home and Away Jerseys, spread across all players at all age groups. Special requests to have all, or most of a sponsor's name bar being assigned to a specific team will be accommodated for Gold Packages, but not guaranteed. The Bronze and Silver Packages will round out the gaps in sponsorships we have seen in previous years.

With these packages, sponsorship funds are used to support the registration costs of players, and in return, receive the advertising and marketing opportunities described below.

GOLD SPONSOR (Full Team) - \$1,000

Sponsor Name will appear on the name bar of both home and away jerseys for 12-15 participants (24-30 Jerseys or approximately an entire team, dependant on final registration numbers). Sponsor will also receive:

- Name/Logo on Sponsor Boards
- Thank You Plaque
- Thank you card / end of season social media post
- Website Ad
- Gold Social Media Package (described below)

SILVER SPONSOR (1/2 Team) - \$600

Sponsor Name will appear on the name bar of both home and away jerseys for 6-8 participants (12-16 Jerseys, or approximately half an entire team, dependant on final registration numbers). Sponsor will also receive:

- Name/Logo on Sponsor Boards
- Thank You Plaque
- Thank you card / end of season social media post
- Website Ad
- Silver Social Media Package (described below)



BRONZE SPONSOR (1/4 Team) - \$350

Sponsor Name will appear on the name bar of both home and away jerseys for 3-4 participants (6-8 jerseys, or approximately 1/4 of an entire team, dependant on final registration numbers). Sponsor will also receive:

- Name/Logo on Sponsor Boards
- Thank You Plaque
- Thank you card / end of season social media post
- Website Ad
- Bronze Social Media Package (described below)

SPECIAL PACKAGES

While not linked to a specific team, these packages are offered to address specific needs within our organization, at a broader range of fees to better suit your needs. Funds associated with these options will be directed to the specific program or area of need listed.

PLATINUM LEAGUE SPONSOR - \$2,000

The Platinum League Sponsor will be the main sponsor for overall league activities. Funds will be used to cover general operating costs to subsidize player fees and ultimately avoid a registration fee increase or possibly result in a fee decrease. Ad packages included are listed below.

BEGINNER'S EXCLUSIVE SPONSOR - \$800

We are looking for one (1) Exclusive Sponsor for the Beginner's Program. Funds will be used specifically for skill development, programming for coaches, and on-ice aids. The Featured Exclusive Ad package is a special sponsor board hung at the home rink for the beginner program, featuring your business as the exclusive sponsor for Beginner Hockey in Brock. Ad packages included are listed below.

SKILLS DEVELOPMENT SPONSOR - \$200 minimum

We are looking for a minimum of five (5) Skills Development Sponsors. The funding received under this package will be used specifically for skill development programming at each age group, via additional power skating and skill development sessions.

TOURNAMENT SPONSOR - \$200 minimum

Tournament sponsorship funds will go towards general registration costs across BMHA. Your business will receive specific recognition when social media posts refer to tournaments. Additionally, your business will be listed on customized door hangers for our teams to display while at tournaments.



ADVERTISEMENT DESCRIPTIONS

SPONSOR BOARDS

We will produce 3 large sign boards for each of the Brock arenas, to be placed at each main entrance or lobby for maximum viewing exposure.

JERSEY SPONSOR BARS

Your company name will be placed on the back of your sponsored team's home and/or away jerseys dependant on your Gold, Silver or Bronze commitment.

SPONSORSHIP PLAQUE

You will receive a thank you plaque for display at your business. (see price list).

THANK YOU CARD & END OF SEASON SOCIAL MEDIA POST

All of our sponsors will receive a thank you card to display at your business, as well as a social media post thanking you for your sponsorship at the end of the season.

BMHA WEBSITE AD

All of our sponsors will have their name and logo on the sponsorship page on our website, with a link to your website.

SOCIAL MEDIA PACKAGES

Dependant on your level of participation, we will feature your business in various posts across our social media platforms as described below:

	GOLD / PLATINUM / BEGINNERS	SILVER	BRONZE / SKILLS PACKAGE
START OF YEAR SPONSORSHIP ANNOUNCEMENT	1	1	1
FEATURED "SPONSOR OF THE WEEK" POST	4	3	2
"REPOST" AN AD OR "SPECIAL OFFER" AD FOR BMHA MEMBERS	4	2	1
TEAM UPDATE POST WITH YOUR BUSINESS TAGGED	6	4	2



PRICING

	STANDARD PACKAGES			SPECIAL PACKAGES		
	GOLD	SILVER	BRONZE	PLATINUM LEAGUE SPONSER	BEGINNER'S EXCLUSIVE	SKILLS EXCLUSIVE
	\$1,000	\$600	\$350	\$2,000	\$800	\$200
TEAM / JERSEY SPONSOR (FULL TEAM)	X					
TEAM / JERSEY SPONSOR (1/2 TEAM)		X				
TEAM / JERSEY SPONSOR (1/4 TEAM)			X			
ARENA SPONSOR BOARD	X	X	X	X	X	X
SPONSORSHIP PLAQUE	X	X		X	X	
THANK YOU CARD / SOCIAL POST	X	X	X	X	X	X
BMHA WEBSITE AD	X	X	X	X	X	X
GOLD SOCIAL PACKAGE	X			X	X	
SILVER SOCIAL PACKAGE		X				
BRONZE SOCIAL PACKAGE			X			X