



Sponsorship Information

Hockey is one of Canada's National sports and it is in full swing for another year. The Millwoods Hockey Association has registered close to 700 children to make up over 40 teams for the coming year. Parents and the Millwoods Executive donate their time to give hundreds of children the opportunity for children to participate in a professional and smoothly run hockey program that can positively impact their lives. However, despite all the donated time from our parent volunteers and the small amount of revenue generated from our Player Registration fees, there is simply not enough funding to provide the quality programming we envision for the children in our community. The costs of our hockey program continue to rise, and we risk not providing children with the physical activity they need to thrive. Without the generous assistance of our Sponsors, we simply could not run our hockey program.

Where does the Sponsorship money go? Millwoods Hockey supplies two sets of jerseys (one 'Home' and one 'Away' set), pucks, first-aid kits, equipment bag and goalie equipment to each of our teams. Every year, we have the continual costs of replacing equipment as it gets well used and eventually must be replaced to keep our kids safe. There are also various administration costs to cover every year (e. g., printing, administration forms, postage, etc.). Sponsorship is essential to subsidize all these necessary expenditures.

Our organization has three levels of sponsorship that we recognize:

- Platinum: Over \$ 1,000.00
- Gold: Over \$ 500.00
- Silver: Under \$ 250.00

There is even Jersey sponsorship for \$7500.00

- This includes your company name or logo printed (sublimated) on the bottom of an age category set (both Home and Away) of jerseys for the lifetime of the jerseys (approximately 8 years).

The benefits of being a sponsor may include the following:

1. Your corporate name/logo posted on our website – www.millwoodshockey.ca
2. You will receive a team plaque (with team picture) of thanks to be displayed by you or your company. (Individual team sponsorship only)
3. Acknowledgment in the Mill Woods Newsletter announcing your sponsorship for the year.
4. You will receive a team player list and game schedules so you can see and meet the players on the team that you or your company sponsored!

If you are interested in sponsoring a tournament in addition to, or as an alternative to sponsoring an individual team, we can accommodate this!

Sponsorship funds play an integral part in our organizations success of providing children with the opportunity to play hockey. We feel it is important to recognize the community partners that help teams with corporate funds. Below are ways that each team can acknowledge and recognize their generous sponsors from our community:

1. Website Acknowledgement

Sponsors name/logo will be acknowledged on the website at <http://www.millwoodshockey.ca/>. There will be no fee associated with this option.

Please fill out the form below in full and attach the sponsor logos. Kindly E-mail your form to the MWAHA Sponsorship Director (sponsorship@millwoodshockey.ca).

2. Plaque Acknowledgement

Sponsors will receive a team plaque (with team picture) and thank you for generosity to be displayed by you or your company. A \$35.00 fee is required by the team for each sponsor. The \$35.00 supplied to Mill Woods Hockey will be used to help produce the appreciation plaques, which will be supplied to the teams towards the end of the hockey season. The association will handle this aspect of the sponsorship program to provide consistency in the plaques given to sponsors, larger orders of plaques are more cost effective. The sponsored team will ensure the sponsors receive their plaques. Forms and payment must be received by January 15th of the current season.

3. Banner Acknowledgement

Millwoods Hockey will no longer allow the use of sponsor bars on player jerseys due to the damage it can cause to the jerseys. If the sponsor wishes to have some type of recognition other than on the **Millwoods Hockey** website the use of a sponsor banner is what we strongly recommend. Over the years many teams and other associations have utilized a banner program to promote their team's corporate sponsors.

A \$108.00 fee is required by the team. The \$108.00 supplied to Mill Woods Hockey will be used to produce the banners, which will be supplied to the teams towards the end of November. The association will handle this aspect of the sponsorship program to provide consistency in the banners given to teams. Like the plaques, larger orders are more cost effective. Banners can be set up to hold the names of a team and 3 sponsor logos should a team have more than one primary sponsor. Forms and payment must be received by January 15th of the current season.

Please reach out the registrar to assist with any questions.

Sincerely,

Millwoods Hockey Association