

Blackfalds Wranglers

President – Braedan Grant (403-877-8259)

Kurt Spady (403-596-8389)



Dear Community Supporter:

The 2020/2021 "Senior AA" Hockey Season

The Blackfalds Wranglers are a talented group of hockey players ageing from 18+ representing our community in the North Central Hockey League. Our organization strives to give local men a chance to continue playing a very competitive brand of hockey while working and being involved in the community. Our league consists of teams from Bonnyville, Morinville, Fort Saskatchewan, Devon, Westlock, Lacombe, and Red Deer.

This season will be the 2nd full year of operation in Blackfalds, but the Wranglers have represented the area in past seasons and were successful in making the playoffs. This success is due in large part to the financial assistance from the local business sector who help us meet our annual operating budget which can exceed over \$30,000 and can stretch to over \$50,000 with playoffs and provincials. This budget includes costs for ice time, referees, bussing, meals, and team equipment and community events the team hosts and partakes in.

We humbly request and would be honoured if your business would consider being part of the Wranglers team and help us continue to meet our organizational goals. Your support, either financially or in any other way possible, will contribute to the success of this team. We have attached in-depth details of sponsorship opportunities for your business to support the Wranglers as we represent the community throughout the North Central Hockey League in Alberta. **We are confident the opportunities we provide will be a rewarding return on your investment.**

The Wrangler organization hopes you will be able to help support us to field another competitive team this year.

Thank you for your present and future support!

For Further Information, please contact:

Braedan Grant (403) 877-8259 or grant.braedan@gmail.com

Kurt Spady (403) 596-8389 or kurtspady@avasonconsulting.com

Or Remit sponsorship to:

Central Alberta Senior AA Hockey Club
11 Duval Crescent
Red Deer AB T4R 2Y7

Blackfalds Wranglers

Corporate Sponsorship and Advertising Opportunities During COVID-19

The Wranglers and the North Central Hockey League are going to do their best to have a safe and successful 2020/2021 hockey season despite the challenges of COVID-19.

Should there be any interruption or cancellation of the season that impacts a sponsorship, the sponsorship will be refunded, returned, or pro-rated based on what the team was able to use during the season.

Your involvement with the team during this time is appreciated. We are honoured to represent our community. Without your support, this non-profit organization would not be viable.

We will highlight your commitment to the community and will recognize your outstanding business as supporters of this Senior AA Hockey Team.

We offer a wide variety of options for you to highlight your business, receive the recognition that most suits you, and meet your budgetary limits all the while providing outstanding value.

Your sponsorship dollars go towards the following:

- Ice Rental
(over \$10,000 last season)
- Referees
(nearly \$5,000 last season)
- Jersey's & Equipment
(between \$10,000 - \$15,000 annually)
- Tournaments such as Provincials
(from \$5,000-\$10,000 depending on success)
- Bussing
(over \$5,000 last season)

Blackfalds Wranglers

Corporate Sponsorship and Advertising Opportunities

(Annual or Long Term)

Platinum Sponsor

(One only - \$5000.00)

Our Platinum Sponsor is the most prestigious sponsor package.

- ****YOUR COMPANY LOGO DISPLAYED PROMINENTLY ON THE FRONT PAGE OF OUR WEBSITE ALL YEAR LONG!****
- Signage at the rink with your logo
- Prominent Advertisement on our Game Day Roster handout
- Prominent Display on TV in Lobby during home games
- Public announcements at each Home Game
- Logo on the glass (full pane)
- Window/Door Sticker – “Proud Sponsor of the Blackfalds Wranglers” for display in your place of business.

Jersey Sponsor **Sold** *Two only – 4 Year commitment - \$5000.00*

(paid over the term)

Our Jersey Sponsorship Partner will receive the following appreciation and recognition relative to their very generous contribution:

- ****LOGO ON TEAM JERSEYS*** (*½ of away and ½ of home jerseys*)
- Wrangler Website Recognition with link to your businesses website
- Prominent Advertisement in our Game Day Roster handout
- Ad displayed on the TV in the lobby during home games
- Public announcements at each Home Game
- Window/Door Sticker – “Proud Sponsor of the Blackfalds Wranglers” for display in your place of business

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Corporate Sponsorship and Advertising Opportunities

EXCLUSIVE PROMOTIONAL ADVERTISING OPPORTUNITIES

OFFICIAL RADIO ADVERTISING SPONSOR - \$2000.00/season (One only)

*For at least 7 home games, 3 name mentions and 30-second commercials with Wrangler's game day promotional ads on Sunny 94. **"Tonight, check out the Blackfalds Wranglers vs NCHL at 7:00 pm at the Blackfalds Arena brought to you by YOUR BUSINESS"**. Followed by a 30 second produced commercial promoting your business as approved by you. Minimum 54 name mentions and commercials separately valued @ \$32 each = \$1728.00 - Plus listing on Website and lobby Video as well.*

OFFICIAL EQUIPMENT SPONSOR – \$1500.00/season (One Only)

Your company logo located on player pant covers

OFFICIAL GAME DAY ROSTER SPONSOR – \$1000.00/season (Two Only)

Printed Logo PROMINENTLY displayed on both front and back of the game-day roster. This comes with limited advertising only featuring major sponsors and you.

OFFICIAL 50/50 DRAW ADVERTISER/SPONSOR \$750.00/season (One Only)

Be the Wranglers 50/50 draw partner and have name mentions throughout the night when 50/50 ticket sales will be promoted, plus Video advertisements in the lobby. There is also the option to provide a company coupon or gift as a secondary prize for each draw

OFFICIAL POWER PLAY or PENALTY KILL SPONSOR – \$750/season (One of each)

*Your Business name announced at the beginning of every Wranglers home game Power Play OR the Penalty Kill. **"This Wrangler power play sponsored by YOUR BUSINESS"**; Plus, video advertisements in the lobby.*

OFFICIAL STARTING LINE-UP SPONSOR - \$750/season (One Only)

*Your Business name announced at the beginning of every Wrangler home game accompanying the starting line-ups **"This Wrangler starting line-up sponsored by YOUR BUSINESS"**; plus, video advertisements in the lobby.*

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Corporate Sponsorship and Advertising Opportunities

“On the Glass” Sponsor

\$500.00 per season

A roughly 2' x 3' sign will be adhered to the glass on the non-seating side of the rink facing all fans for all Wrangler Home Games and all other games during

- *Plus Website Recognition*

WRANGLER KIDS ZONE

COMMUNITY SUPPORTER

\$250.00 per game

This is excellent value for a small business or supportive individual with the gratification of supporter youth sports in our community

On your behalf, The Wranglers will provide up to 20 tickets to a regular-season game to a minor sports team of your choice (or Wranglers' choice if you wish). They will experience an excellent team-building opportunity, be recognized at least twice during the game, receive snack and drink, and you will be mentioned as the sponsor of the team that is attending.

You will also have the opportunity to provide your company's information/advertisements/coupons in the lobby during the designated game and to the kid's team you are sponsoring if you wish.

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Corporate Sponsorship and Advertising Opportunities

Equipment & Personnel Sponsorship

Hockey Bag Sponsor - \$1000.00 per season – Your Business
Name on the team hockey bags

(One of two Sponsors of for Players' Hockey Bags – logo displayed on half the team bags)

Team Apparel Sponsor - \$1000.00 per season

(Exclusive Sponsor on team tracksuits)

Trainer Scholarship Sponsorship - \$500.00 per season

Two sponsors

(TO PROVIDE PAY IN WAY OF A SPONSORSHIP TO TEAM TRAINER VOLUNTEER)

Team logo displayed on Trainers' Game Jackets

Player Helmet Stickers –\$500.00 per season

(Exclusive Sponsor – logo displayed on every team helmet) -

2020–2021 Team Partnership Opportunities

The Wranglers would like to partner with local businesses for team and community events. We will work with you to find unique opportunities to provide services in place of monetary donations. These opportunities may include but will not be limited to:

- **Social Media Marketing Sponsorship** – working with our team Board of Directors, assist with promotion of Wrangler Facebook and Twitter pages
- **Photographer Supplier** – work with the team for all photography requirements, including team pictures, photos for promotional materials, etc.
- **Printing and Promotional goods supplier** – Team Programs, calendars, water bottles, towels, and promotional items for sale
- **Team Food and Beverage Supplier** – For team events and games (sports drinks/fruit / other), food platters for Wrangler V.I.P. Suite, etc.
- **Equipment Supplier** – Prominent recognition in exchange for donations or discounts
- **Kids' Skate with the Wranglers Sponsor** – take advantage to assist the Wranglers during their support of minor hockey in Blackfalds and the Community.
- **Community Event Sponsor**- help the Wranglers give back to the community. Assist in supporting local food banks at game day food drives or other community events in support of charitable organizations. The Wranglers provide school book readings and volunteer at numerous charitable events.

We are open to additional opportunities and partnerships