

# 2023/24 SPONSORSHIP OPPORTUNITY

[www.chilliwackminorhockey.com](http://www.chilliwackminorhockey.com)



To whom this may concern,

(CMHA) Chilliwack Minor Hockey Association is a nonprofit organization that consists of 20+ board members who volunteer their time for our community and our community **relies on your support!**

Chilliwack Minor Hockey Association is seeking your support for our kids. Each year **CMHA enrolls 850+ kids on 50+ teams** keeping our youth occupied in a positive sporting environment while engaged in a healthy coaching and mentorship capacity.

One of the many goals is to stride towards giving our members a **registration free sporting activity.** Unfortunately, we are not there yet but we are making headway and cannot do it without your support.

The funds received from all our sponsors will be going to,

- **Maintaining/Reducing member fees**
- **Player/Coach developing team.**
- **Ice rental.**
- **Less fortunate fund for kids to still play.**
- **CMHA Scholarship fund.**
- **Team Jerseys.**
- **Trophy's/Medals/Awards**
- **Fair play**
- **Respect in sports**
- **And more**

We have built these opportunities for you to revise because we are confident, they benefit your business by increasing exposure. We also feel over the years we have seen large benefits for the kids in becoming successful adults.

We can alter them to suite your more specific needs.

We look forward to hearing from you all.

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Chilliwack Minor Hockey Association is seeking sponsors for the upcoming season. Community partnerships help CMHA provide hockey programming to over 850 kids who love the game. Being a CMHA community partner lets you give back to your community while also getting some serious brand exposure. Being a non-profit association and our numbers of audience, makes us a great group to market with.

- **1200 Visitors** to [chilliwackminorhockey.com](http://chilliwackminorhockey.com) **a week**
- 2000+ Email List
- 2000+ Social Media Followers
- Over 850 players

Over **2000 people** (players, parents, extended family, and friends) interact with Chilliwack Minor Hockey **weekly during the season** through digital properties and in the rinks. Let our members bring their business to you.

Please take a moment to look at some of our available sponsorship packages attached to the second and third page. These packages group together social media posts, website content, and on-site activations.

You can also support CMHA by committing to these marketing opportunities independently.

- Sponsored Email blasts \$300
- Member offer Eblast (Offer our membership a limited time special) **\$500 Per**
- Sponsored Social media posts (Weekly Highlight, Student of the Week) **\$200 Per**
- Member offers social media posts (e.g 30% off tires) **\$400 per**
- Registration voucher giveaway campaigns (includes 3 social posts and 1 e-blast to members) **\$1500**

These are outlined ideas as to some sponsors lay outs. If you would like to alter some things and tailor a sponsorship to your needs, we can discuss that and build what you would like.

We look forward to partnering with you!  
To discuss your sponsorship plans, Contact

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## TOURNAMENT TITLE SPONSOR

**Cost: \$2000**

**Tournament branded with sponsor name.**

**Brought to you by: (XXXXXXXXXX)**

Supports tournament organization and ice time. Tournaments proceeds support a wide range of things including more inhouse development and allowing greater access to more players.

- Logo on all tournament schedules and banners
- Web Partner Listing with embedded backlinks to the sponsor's sight.
- Social media weekend takeover (7 posts)
- E-blast (tournament wrap-up)
- 500-word post featuring content around tournament posted on [chilliwackminorhockey.com](http://chilliwackminorhockey.com)
- E-blast thanking Sponsor.

## DEVELOPMENT ICE MONTHLY SPONSOR

**Cost: \$2000**

**Development ice branded with sponsor name.**

**Brought to you by: (XXXXXXXXXX)**

Supports development sessions by paying for ice and instructors. These sessions are critical to the development plan yet are not covered by existing fees. 10 support provides approximately 250 player sessions.

- Web Partner Listing with embedded backlinks to the sponsor's sight.
- 4 social media post highlighting an on-ice session
- 500-word post featuring content around supporting the sessions posted on [chilliwackminorhockey.com](http://chilliwackminorhockey.com)
- E-blast thanking Sponsor.

## WEB PARTNER LISTING (IS INCLUDED WITH ALL PACKAGES)

**Cost: \$400**

Supports a wide range of development programs including coaches training and player development sessions. Helps improve communication and web presence of CMHA.

- Rotating logo on [chilliwackminorhockey.com](http://chilliwackminorhockey.com)
- Listed on partner page with backlink for SEO (Search Engine Optimization)

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## INITIATION BOARD PANEL ADS

**Cost:** 500.00 annual  
165.00 to create.  
75.00 install

**Total initial cost per** \$740.00

**Total ongoing per** \$500.00

Grow the game by providing increased opportunities for our youngest player to get additional ice times. This will also help the scholarship fund, helping under privileged kid's fund.

- 54 Panels total available.
- Boards will be used for approximately 70 games for the season.
- Web Partner Listing with embedded backlinks to the sponsor's sight.
- Rotating logo on [chilliwackminorhockey.com](http://chilliwackminorhockey.com)
- Listed on partner page with backlink for SEO (Search Engine Optimization)

To discuss or finalize an agreement,  
please contact:

**Darrell Bedford:**  
[publicrelations@chilliwackminorhockey.com](mailto:publicrelations@chilliwackminorhockey.com) or 778-828-2719

We appreciate your consideration.....