



# TEAM SPONSORSHIP MEMO

## Sponsorship Memo:

There has been some confusion around how Chilliwack Minor Hockey will be interacting with your team-level sponsors rolling forward. Many sponsors are family/friend-owned businesses simply wanting to support someone they care about. There is concern that as a sponsor they won't be able to direct the funds as they wish. This is not the case!

The common team sponsor opportunities (e.g team gear sponsor) that parents, coaches, and managers work to get for their teams operate as they always have. The difference this year is that Chilliwack Minor Hockey is simply keeping a record of team sponsors in order to increase accountability and explore deeper partnerships that will benefit players and sponsors. We also need to know who is being approached to avoid double-asks. Team sponsorship can be done with a cheque to the team.

Some teams will be uncertain of what opportunities they can offer a sponsor. We are happy to partner with them in their approaches to sponsors. See below for some suggestions that help the team, the association, and the sponsor get great value out of each dollar.

The Chilliwack Minor Hockey Association can offer exposure that a single team can't. Over 2000 people (players, parents, extended family, and friends) interact with Chilliwack Minor Hockey weekly.

While securing team sponsors helps keep your team fees down this year, association-level sponsorship reaches into the future. Questions/comments? Please email [publicrelations@chilliwackminorhockey.com](mailto:publicrelations@chilliwackminorhockey.com) or call/text Darrell Bedford at 778-828-2719

## Some Team/Association Support Options (these packages benefit team, association and increase sponsor exposure)

**\$500**

### Basic Tourney

- Social Media Post
- Mention in e-newsletter

\*each team in a local tournament must provide a \$500 sponsor or pay as fee

**\$1,500**

### Team Gear

- \$1200 Cheam Sports Credit
- Social media post
- Web partner listing

\*\$300 goes to association

**\$3,500**

### Major Tourney

- Team gets registration voucher for tourney
- Web partner listing
- Social media takeover for tournament
- E-newsletter sponsor for wrap up blast
- 500 words on web with back links for SEO

For other options that support your team have sponsors reach out to: [publicrelations@chilliwackminorhockey.com](mailto:publicrelations@chilliwackminorhockey.com)



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## Chilliwack Minor Hockey Title Sponsor Options

(full support goes to association)

Title Sponsorship opportunities are separate from team sponsorship. They are at the association level, in the past this has included jersey bars, initiation boards, tournament naming rights.

A title sponsorship example would be the Gold, Silver, and Bronze sponsorship packages outlined in the [brochure seen here](#) or other packages available through the Public Relations director. These are ideal for businesses looking to drive sales through targeted local marketing.

Please Call Darrell Bedford at 778-828-2719 with any questions.