
Canmore Eagles

Sponsorship Package

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2016-2017

Opportunities with the Canmore Eagles

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About the Eagles Organization

Introduction

The Canmore Eagles Junior A Hockey club, which was first founded in 1995, is a nonprofit organization that is run by the community of Canmore. The Eagles organization relies on the support of the Canmore community and its businesses to help offset our costs. It is important for us to provide an environment for our athletes to grow on and off the ice. Some of the costs associated with running a Junior A hockey team include ice rental, equipment for players, travel expenses, billet expenses, tutoring, and gym rental.

As part of the Alberta Junior Hockey League, the Canmore Eagles develop high achieving athletes between the ages of 16 to 20 years old to assist them in their pursuit of higher levels of play and education. This sponsorship package will familiarize you with the Canmore Eagles and advertising opportunities within the organization. Your interest and commitment are what makes this team possible.

Mission

The Canmore Eagles have a mission to continually build upon its organizational success while growing its involvement and investment within the Bow Valley community. Part of this growth includes our commitment to bettering the young adults that play for our organization. The Eagles are dedicated to the development of all their athletes in hockey and education. The purpose of our organization is to not only develop our player's skills but provide them with the tools to achieve scholarships and be exceptional representatives of the Bow Valley community.

Vision

The Canmore Eagles have a vision of increasing our support in the Bow Valley to include both social and economic aspects. The Bow Valley's Rockies helps create a premier location for hockey events. The Canmore Eagles have a vision of creating and driving hockey business ventures to the Bow Valley and to our local supporters. It is also part of our vision to grow the presence of the Canmore Eagles within Canmore but also all of the surrounding communities within the Bow Valley.

Partnering with the Eagles

Choosing to partner with the Canmore Eagles not only benefits your company through advertising, but your partnership helps to benefit youth hockey and our community. We believe that supporting the Canmore Eagles in our goals to be a premier franchise within the AJHL represents a rich investment in our local community spirit and identity. The Canmore Eagles are dedicated to giving back to the Bow Valley community through events such as the Spirit of Christmas Toy Drive, Early Years Fair, Canmore Halloween Parade, Lafarge Trunk-or-Treat and the Bow Valley Walk a Mile in Her Shoes. If your business is running a community event, schedule permitting, the Eagles will come out to help and/or promote. Through our partnership, your business will also have 23 extra hands. If your organization is in needs of a couple extra helping hands, you can call on us, we will be there to help you. In addition to the social responsibility we pride ourselves on, we are also committed to driving business to your organization through all hockey related ventures that come through the Bow Valley. We believe that by partnering with the Canmore Eagles, your organization becomes part of the Eagles family where the partnership is mutually beneficial.



Canmore Eagles Participating in the Bow Valley
Walk A Mile In Her Shoes



Packaging Opportunities

Summit Package

\$5500

Rink Board or Wall Board	Game Day Sponsor	Game Day Program Sponsor
Full Page Ad In Souvenir Program	Awards Trophy Sponsor	4 Season Tickets
PA Sponsor	FastHockey Sponsor	Sponsor Logo Listed on Website

The Canmore Eagles Summit package provides sponsors with advertising opportunity in all avenues of the Canmore Eagles. At the bottom of our website, your logo will be show as a proud supporter of the Canmore Eagles. Through the association of your brand with the Canmore Eagles, our website will provide your company with a reach to Eagles fans across Canada and into the USA and overseas.

With your choice of Rink Board or Wall Board, your companies brand will be displayed for all Eagles games and for all other user groups of the arena. The other user groups include Canmore Minor Hockey, Alberta Cup, and Figure Skating. Not only will game attendees familiarize themselves with your company from within the arena, they will also have their take home souvenir program to continue your company's influence outside the arena. Your company will also be included in our Game Day Program that will feature one of our players each week along with the team statistics.

If the visual and take home aspects weren't enough, your company will be announced at various times throughout the three periods at all home games. Availability permitting, your organization will be able to choose from Starting Lineup Sponsor, Power Play Sponsor, Penalty Kill Sponsor, Eagles Goal Sponsor, and Period Summary Sponsor on both Arena PA and FastHockey. These added features build upon the visual components to create an auditory association of your company and the Canmore Eagles. The presentation of physical, visual, and auditory stimuli to fans will provide them with a familiarization of your company. This familiarization will create quick recall within their memory when thinking about the services your company provides.

Choosing the Summit Package will also include sponsorship of one home game of your selection. Game day sponsorship is announced with all promotions of the game as well as provides your company the option for a ceremonial puck drop. This is also a great opportunity for companies to provide swag giveaways to increase the exposure of their brand.

Your partnership with the Eagles will also include four seasons tickets and the sponsor of one of our awards trophies. The four seasons tickets are a great item for sponsors to use themselves or to give to valued customers and/or employees. The sponsored award will be given out by your company to our player recipient at the Year End Awards Ceremony.

Halfway Point Package

\$3500

Rink Board or Wall Board

1/2 Page Ad in Souvenir Program

4 Season Tickets

FastHockey Sponsor

Game Day Sponsor

The Halfway Point package is an advantageous choice for business promotion. This package provides a middle ground to spread the advertising across multiple modes of promotion. By having the Halfway Package your company has the option of either a Rink Board or Wall Board. Both options provide access to on average 13,000 individuals each season from Eagles home games alone. Through the Rink Board or Wall Board your company will also have access to additional user groups of the arena such as Minor Hockey, Alberta Cup, Mens Leagues, and Figure Skating.

In addition to the rink advertisement, your company will also be given a selection of home games to sponsor. As a game day sponsor, your organization will be included in all promotional tools to advertise for the upcoming home game. There will also be an opportunity for a ceremonial puck drop and swag giveaways to build the exposure of your brand with the audience.

Your company will have the added benefit of a 1/2 page ad in our souvenir program. This option allows for organizations to have added promotional benefit that goes beyond the arena and into the homes where multiple family members will be reached.

The Halfway Point Package also provides your company access into the homes of individuals nationally and internationally through our FastHockey broadcast. You will have the option, availability permitting, of either the Starting Lineup Sponsor, Power Play Sponsor, Penalty Kill Sponsor, Eagles Goal Sponsor, or Period Summary Sponsor.

Lastly, the Halfway Point Package includes four seasons tickets. These can be used as a promotional tool for your organization by giving them to valued customers and/or employees.



Canmore Eagles lined up for the Home Opener

Base Camp Package

\$2500

Outside Rink Board or Hanging Banner

1/4 Page Ad in Souvenir Program

Game Day Sponsor

4 Season Tickets

The Base Camp Package is the perfect package for a company wanting to partner with the Eagles at an entry level. The outside rink board is displayed along the fan zone and gives your organization access to over 13,000 individuals each season at Eagles home games. Your company will also receive additional access to other user groups such as Canmore Minor Hockey, Alberta Cup, Men's Leagues, and Figure Skating.

As a Base Camp Sponsor you will also be able to select a home game of your choosing to promote your business. Your organization will be included in all advertisements used to promote upcoming games. Being a game day sponsor also provides the option of a ceremonial puck drop and swag giveaways to fans. This is a great and interactive way to build your brand at an Eagles game.

In order to help our Base Camp Sponsors reach as many individuals as possible, we have also included a 1/4 page ad in our souvenir program as part of the package. This ad will be 100% designed by your company to help direct it towards the desired consumers. These souvenir programs will help your organization get into the households of locals where they can be viewed by more than just the individual who purchased it.

Additional to advertising, this package also includes four seasons tickets. These can be used directly by upper management of your company, or alternatively used as a promotional tool. Canmore Eagles home game tickets work well for organizations to use as giveaways to valued customers or as a reward for employees.



Canmore Eagles Training Camp 2016-2017



Individual Sponsorship Opportunities

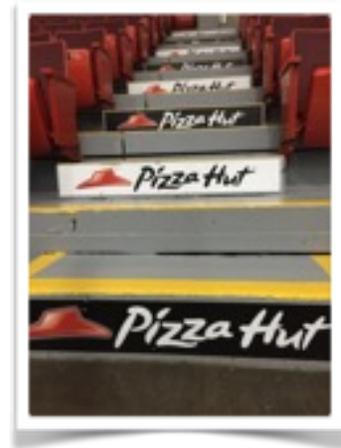
Arena Sponsorship

- On-Ice Logo \$2200
- Arena Rink Boards \$1650
- Arena Wall Boards \$1650
- Outside Rink Boards \$1100
- Step Advertising \$1100 - 1 Flight (7 steps)
- Hanging Banners \$1100
- Rink Pillars \$1100
- Puck Sponsor \$1500



Player Sponsorship

- Jersey Shoulder Patch Advertisement (SOLD)
- Hockey Pant Advertising Sponsor \$5500
- Helmet Advertising Sponsor \$3300
- Individual Player Jersey Back Name Bar Sponsorship \$660
- Track Suit Sponsor \$2200



Game Day Sponsorship

- PA Starting Lineup Sponsor \$500 (SOLD)
- PA Hit of the Game Sponsor \$500
- PA Eagles Power Play Sponsor \$1500 (SOLD)
- PA Eagles Penalty Kill Sponsor \$1500
- PA Eagles Goal Sponsor \$1500
- PA Period Summary Sponsor \$1000 (SOLD)
- FastHockey Starting Lineup Sponsor \$500
- FastHockey Hit of the Game Sponsor \$500
- FastHockey Eagles Power Play Sponsor \$1500
- FastHockey Penalty Kill Sponsor \$1500
- FastHockey Goal Sponsor \$1500
- FastHockey Period Summary Sponsor \$1000
- Game Day Sponsor \$600
- Game Day Program Advertising Insert \$250
- Game Posters \$500



Ceremonial puck drop by Nelly Schatzmann and Dawson Rodney

Additional Opportunities

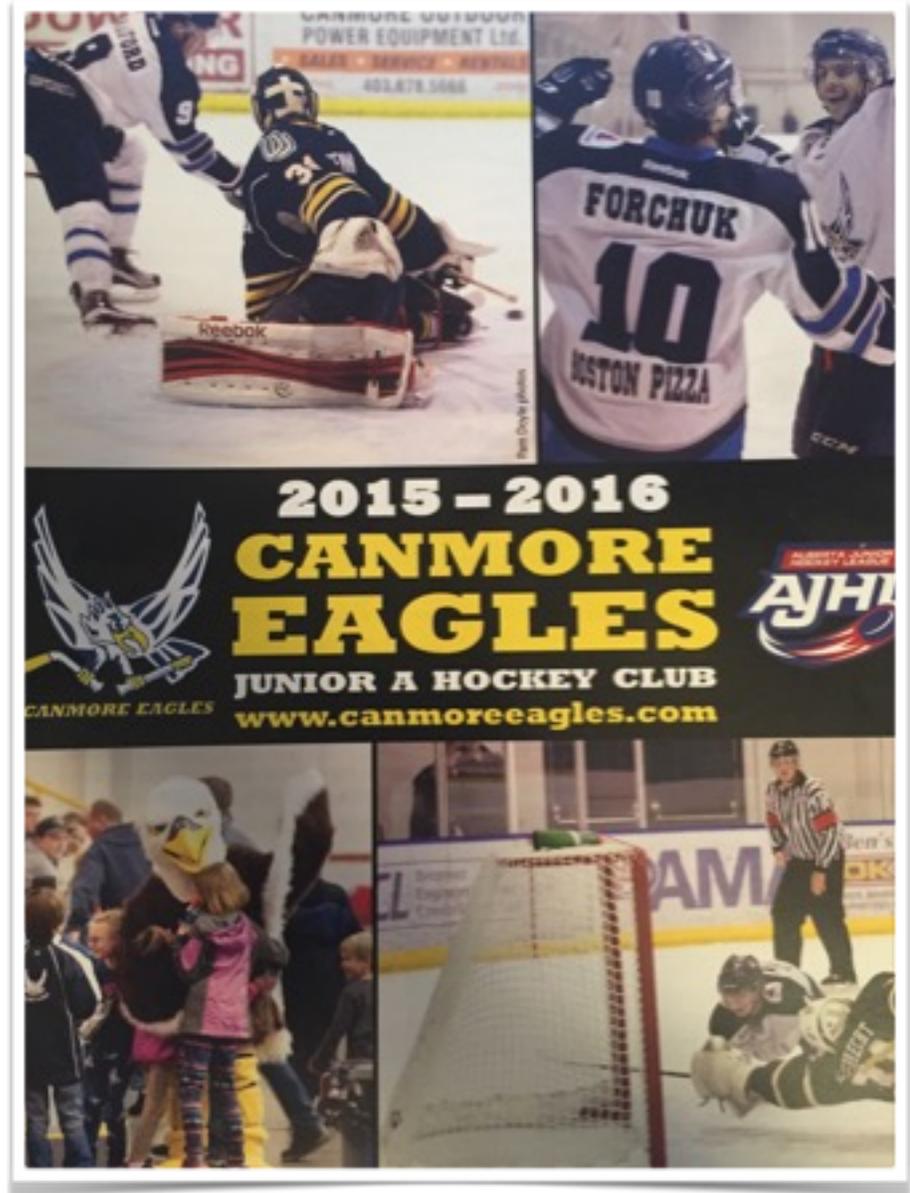
- Fridge Magnet Schedule Sponsor \$1650 (SOLD)
- Eagles Ticket Back Sponsor \$2000 (SOLD)
- Awards Trophy Sponsor \$600
- Eddy the Eagle Mascot Sponsorship \$2500 (SOLD)



Eagles Souvenir Program

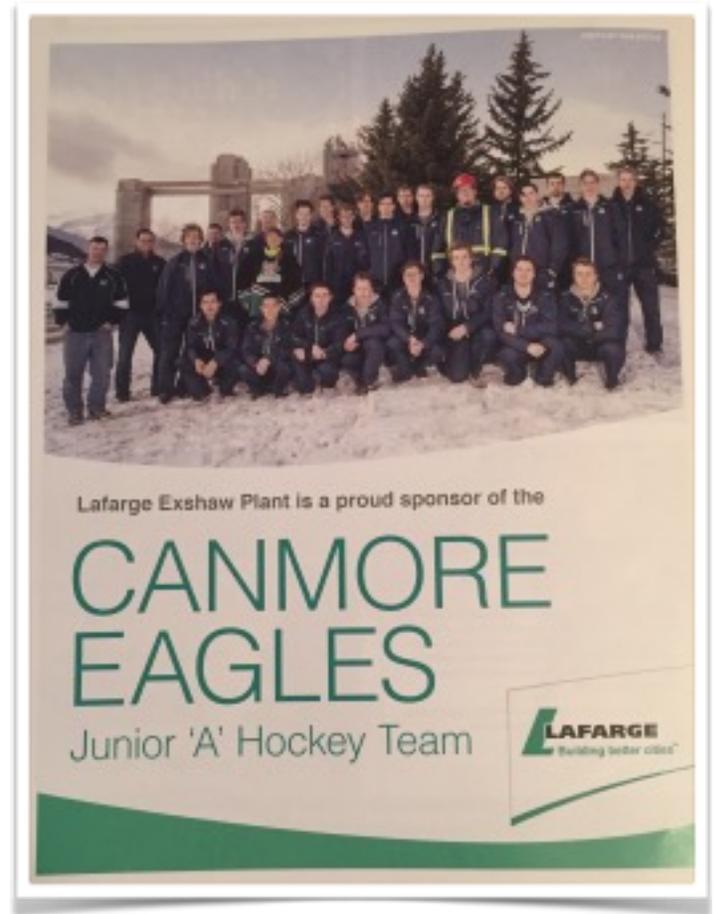
Our Program

The Canmore Eagles Souvenir Program is a fans guide to everything Eagles. It contains player bios including fun facts. The program also incorporates information on everyone involved with the Eagles organization from the board of governors all the way to our amazing game day volunteers. The Souvenir Program gives an inside look to the Eagles organization while highlighting the companies that support the team. Featuring your company in the Eagles program allows you to advertise with the Eagles beyond the arena. Sponsorship of an ad in our program gives your company access to the homes of fan where your reach goes beyond just the individual who purchased it.



Advertising Opportunities in the Souvenir Program

- Outside Back Cover \$2200 (SOLD)
- Inside Front Cover \$1500
- Inside Back Cover \$1500
- Full Page Ad \$1000
- Half Page Ad \$500
- Quarter Page Ad \$375
- Business Card Ad \$250



#27 Coy Prevost being tackled by little Eagles

2016-2017 Canmore Eagles Sponsorship Order Form

Business: _____

Address: _____

Phone: _____

Email: _____

Fax: _____

Quantity	Sponsorship Package or Individual Items	TOTAL (\$)

PAYMENT TOTAL: \$ _____

Cash _____ Cheque _____

Credit VISA _____ M/C _____ DEBIT _____

Number _____ 3 Digit (Back of Card) _____

Exp Date ____ / ____

ENTERED: _____

Signed: _____

Date: _____

For further information, please contact Jacqueline Hurlbert at

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