



***Calgary Junior "A" Mustangs
Hockey Club***

Sponsorship Package



Combining hockey excellence with education.

INTRODUCTION

The Calgary Jr "A" Mustangs are a Non-Profit organization founded in 1990 under the name Royals. In 2010 the original name of 'Royals' was changed by the board of governors to Mustangs. As a Non-Profit organization, the Mustangs rely heavily on the financial support of sponsors. It is imperative that the Mustangs develop solid partnerships and corporate relationships in Calgary and area. With rising costs of operating a Jr "A" franchise, the Mustangs staff work to provide the players with the highest quality of equipment, food and lodging on the road, and financial assistance with post-secondary education through our scholarship funds.

MISSION

To provide Calgary and area players an opportunity to play Junior "A" hockey with the goal of furthering their education and hockey aspirations.

VISION

To establish the Calgary Mustangs as one of the premiere Junior "A" franchises in the Alberta Junior Hockey League. To build a winning tradition for our fans, the sponsors and the City of Calgary.

MUSTANG TEAM SPONSOR - \$30,000

Logo on Home and Away Jersey
Track Suit Sponsor
Rink Board Advertisement
Program Back Cover Advertisement
50 Season Tickets to all Mustangs Home Games
Company Logo & Link on Mustangs Website
P.A. Acknowledgments
Company Name on game line-up
Recognition on Pay Per View Broadcasts
1 Player Academic Scholarship

SPONSORSHIP PROPERTIES

HOME JERSEY SPONSOR

\$5,000.00

SPONSORSHIP BENEFIT: Show the business community and clients you're a proud supporter of Local Sports and Education in Calgary. Create Brand exposure for your company with your logo patch on the Mustangs Home Jersey.

AWAY JERSEY SPONSOR

\$5,000.00

SPONSORSHIP BENEFIT: Looking to advertise and market your company outside of Calgary? Showcase your company to all your potential clients throughout Northern and Southern Alberta when the Mustangs play on the road.

TRACK SUIT SPONSOR

30 track suits - \$5000.00

SPONSORSHIP BENEFIT: Your company will be highly visible as the Mustangs players and staff travel throughout the province, and attend community events during the season.

ARENA BOARD - 2' x 4'

\$2,000.00

Have your company advertisement in full color on a 2' x 4' arena wall board. Production costs and installation included.

ANNUAL GOLF TOURNAMENT

Spring Bank Links Golf Course - \$2,000.00

Sponsor a hole and receive promotional signage on course as well as entry for 4 golfers green fees, power carts lunch and dinner.

SCHOLARSHIP FUNDS \$1,000.00

Mustangs have created a separate scholarship fund to assist players continuing post-secondary education. COTHPA Most Valuable Player award, Harold Brandreth, Ken Bracko Memorial Scholarships and The Calgary Booster Club.

ADVERTISING PROPERTIES

RINK BOARD ADVERTISING

\$3,000.00/season

Full color 4' X 10' rink board/production & installation included.

MUSTANGS MAGAZINE ADVERTISING

All advertising is in full color. Covers reserved for Gold, Silver & Bronze Packages.

Business Cards	\$ 300.00
¼ Page Color	\$ 500.00
½ Page Color:	\$ 700.00
Full Page Color:	\$ 1,200.00
Inside front cover:	\$ 2,500.00
Inside back cover:	\$ 2,500.00



About The AJHL

The 16 Team Alberta Junior Hockey League (AJHL) is comprised of 8 teams in the North and 8 teams in the South Divisions. It is the stepping stone for NCAA, CIS and ACAC and ultimately professional hockey. Three players from the AJHL were recently drafted in the 2012 NHL Entry Draft. Find out more at ajhl.ca.



About Our Alumni

Since inception, the Royals/Mustangs organization has placed well over 100 players into post secondary scholarship situations. This includes:

- over 98 student athletes into NCAA Division 1 or Division 3 U.S. Colleges/Universities.
- over 70 student athletes have attended or are currently attending CIS or ACAC.
- a number of players have gone on to have successful business careers in Calgary and all across Canada.
- a number of players have gone on to play professional in Europe or semi-pro hockey in North America.
- 10 players from our program have been drafted into the National Hockey League. Current alumni and local Calgary products playing in the NHL include Krys Kolanos (Calgary Flames), T.J. Galiardi (Calgary Flames), Jay Beagle (Washington Capitals).



Jay Beagle, Washington Capitals

Royals/Mustangs Alumni 2003 – 2005.
NCAA Scholarship to Anchorage Alaska in 2005-2006.

T.J. Galiardi, Calgary Flames

Royals/ Mustangs Alumni 2005 – 2006.
2nd round draft pick of Colorado Avalanche, 55th overall in 2007 NHL Entry Draft
Traded to Calgary July, 2013



Combining hockey excellence with education.





Mustangs

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SPONSORSHIP/ADVERTISING ORDER

Please complete the following form and email it to the calgaryjrmustangs@shaw.ca

Thank you for supporting the Calgary Mustangs and Junior A Hockey and being a part of realizing our vision to establish the Calgary Mustangs as one of the premiere Junior "A" franchises in the Alberta Junior Hockey League. To build a winning tradition for our fans, the sponsors and the City of Calgary.

SPONSORSHIP LEVELS

I would like to support the Mustangs in the following manner:

TEAM SPONSOR	\$30,000 (1 available)	<i>HOME JERSEY*</i>	\$5,000	<i>RINK BOARD</i>	\$3,000
		<i>AWAY JERSEY*</i>	\$5,000	<i>PROGRAM - BACK COVER*</i>	\$3,000
		<i>TRACK SUITS*</i>	\$5000	<i>PROGRAM - INSIDE COVERS</i>	\$2,500
		<i>ARENA BOARD</i>	\$2,000	<i>PROGRAM - FULL PAGE</i>	\$1,200
		<i>GOLF TOURNAMENT</i>	\$2,000	<i>PROGRAM - HALF PAGE</i>	\$ 700
		<i>SCHOLARSHIP FUND</i>	\$1,000	<i>PROGRAM - QUARTER PAGE</i>	\$ 500

* AVAILABILITY DEPENDENT ON SALE OF MUSTANG TEAM SPONSORSHIP

_____ Company Name		_____ Contact Name and Title	
_____ Address		_____ City & Province	
_____ Postal Code	_____ Telephone	_____ Email	

PAYMENT FOR SPONSORSHIP BY CHEQUE PAYABLE TO - "Calgary Junior "A" Mustangs Hockey Club"

PLEASE EMAIL YOUR SPONSORSHIP FORM OR INQUIRIES TO: Calgary Junior A Mustangs Sponsorship
42 Harrow Place S.W. Calgary, AB T2V 3A9 • Email: calgaryjrmustangs@shaw.ca
Phone: 403-870-8585



Any personal information you provide on this form will be used only by the Junior A Calgary Mustangs and its representatives in respect of your donation; and to provide you with further information on the team and will not be sold, bartered, traded or given to or used by any other party or for any other purpose.