

Calgary Titans

Female Junior A Hockey Team

2012 - 13

Sponsorship Presentation



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The Alberta Junior Female Hockey League



- The Alberta Junior Female Hockey League (the “AJFHL” <http://ajfhl.ca/>) was established in 2009
- The AJFHL was formed to fill a void left in the careers of young, female hockey players who aged out of their minor hockey careers and wished to continue playing hockey against their peer group at a high level of play in an exciting, competitive, skillful and fast paced hockey environment
- Prior to the formation of the AJFHL, other than varsity or college opportunities, the only place for young, junior age female hockey players to play was in local recreational leagues, some mixed and some women’s only leagues of all ages
- The AJFHL currently includes a Northern Division, consisting of 5 teams, Edmonton, Sherwood Park, Fort Saskatchewan, Thorsby, and Irma; and, a Southern Division, currently consisting of 6 teams, Red Deer, Lethbridge, Banff, Medicine Hat, Calgary Titans and one other Calgary team.



About The Calgary Titans

- The Calgary Titans (<http://calgarytitanshockey.ca/>) are an ice hockey team consisting of young, female hockey players who are between the ages of 18-22
- 80% of the players on the Titans are currently university or college students with full academic course loads and many work part time during the school year
- Many players are from outside the Calgary area and several provinces in Canada such as Ontario, Manitoba, Saskatchewan and British Columbia
- The players are highly motivated and disciplined and are required to organize their affairs so as to combine the best of academics, sports, work and their social lives
- Most players have limited financial resources and are involved in fund raising activities of some kind to help bear the costs
- All management and coaching staff are unpaid volunteers so 100% of funds raised are applied directly to team expenses



Why do the Titans need sponsors?

- **No financial support from Minor Hockey**
 - All of our players are 18+ so they do not fall under the jurisdiction of Minor Hockey and receive no funds from minor hockey organizations or discounted pricing as a consequence
- **Lottery funding not approved**
 - The Titans have not been approved for lottery/gaming funds at this time
- **Other fund raising opportunities**
 - There are some limited fund raising opportunities available for the players however, they are not sufficient to defray the costs of operating the Titans and many players are time constrained to pursue these opportunities on their own
- **Ice time and travel is expensive**
 - The AJFHL season consists of 30 regular season games in total, 15 of which are home games
 - Each home game requires \$500 for ice plus \$100.00 for referees
 - Practice ice time once per week is in addition to the games and is \$220/hour
 - Referees for each home game are at the cost of the Titans
 - There are three major road trips each year requiring an overnight stay
 - Each major road trip requires approximately \$2,200 for bus transport
 - Hotel costs for away games are \$750.00 approximately
 - **The Titans are currently projecting a significant operating loss in excess of \$15,000.00** which must be made up personally by cash call to the players in the absence of sponsorship and fund raising.
- **Team future**
 - The risk of not launching a team next year due to financial uncertainty is always a significant concern for the Titans.

If the players had to absorb all costs of the team, they simply would not be able to play!



What's In It for our Sponsors?

- **Exposure**
 - Corporate Logo and Link placed on the AJFHL and Calgary Titans websites
 - Sponsor name on jerseys giving you corporate exposure in North, East, West and South Alberta
 - Logo and/or name displayed on Team banner
 - Public announcement of sponsorship at home games
 - Potential volunteers for Corporate charity/publicity events
- **Community Involvement, Advertising & Goodwill**
 - Female sports receive a mere sliver of funding that their counterparts receive – you could be a big fish in a small pond and stand out!
- **Future Employees?**
 - Majority of players are in post secondary educational institutions advancing their careers and are young, highly educated and looking to kick start their careers with a trusted employer involved in their community
 - what better time to establish a contact?
- **Future Customers or Consumers?**
 - Depending on the nature of your business, the players, their parents and friends are potential customers, clients or patients for your goods and services



Sponsorship Benefits

Sponsorship Amount	Sponsorship Benefits
Any amount \$\$\$\$\$	Company Logo/Name displayed on the Team Website
Bronze Sponsor \$250 or more	Sponsorship for one player's jersey (home <u>or</u> away) <ul style="list-style-type: none"> •Company logo can be prominently displayed on jersey (sponsor to provide logo label for attachment to jersey) •Company logo displayed on team and AJFHL team website
Bronze Plus Sponsor \$500 or more	Sponsorship for one player's jersey (home <u>and</u> away) <ul style="list-style-type: none"> •Plus all benefits listed above for Bronze Sponsor
Silver Sponsor \$1,000 or more	Sponsorship for 3 players jerseys (home <u>and</u> away) <ul style="list-style-type: none"> •Plus benefits listed above for Bronze Sponsor
Gold Sponsor \$2,500 or more	Sponsorship for one set of jerseys (home <u>or</u> away) <ul style="list-style-type: none"> •Plus all benefits listed above for Bronze Sponsor
Platinum Sponsor \$5,000 or more	Sponsorship for team's jerseys (home <u>and</u> away) <ul style="list-style-type: none"> •Plus all benefits listed above for Bronze Sponsor



What to do if you would like to sponsor the Calgary Titans

If you would like to sponsor the Titans please make a cheque payable to the Calgary Titans and forward the same to the team c/o Suite 10, 628 – 12th Avenue SW, Calgary, AB, T2R 0H6 or do not hesitate to call or send an email if you would like to know more about the team or the Alberta Junior Female Hockey League:

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