

# CANMORE EAGLES



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## *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 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.



## *Canmore Eagles Participating in the Bow Valley Walk a Mile in Her Shoes*

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 needs 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.

# *Business brought to the Bow Valley through the Canmore Eagles*

Not only does advertising through the Canmore Eagles provide extensive exposure for your company but our organization also drives significant tourism dollars to the Bow Valley throughout the calendar year.

Tourism drivers through the Canmore Eagles:

- Hockey teams traveling to Canmore (AJHL, WHL and NHL)
- Alberta Cup
- Eagles Spring Camps
- Hockey Alberta Events
- Junior Prep Combine
- Eagles Spring 3 on 3
- Team fundraisers
- Learn to be a Canadian Hockey Player Experience

The tourism traffic the Eagles drive to the Bow Valley has a variety of economic impacts. Tourists contribute to sales, profits, jobs, tax revenues, and income in the Bow Valley. The most direct effects occur within the primary tourism sectors (accommodation, restaurants, transportation, entertainment, and retail trade)



# BY THE NUMBERS



## TRAVELING AJHL TEAMS

- 16 TEAMS ( 368 PLAYERS + 80 BENCH STAFF)
- 8 SOUTH TEAMS VISIT 3 TIMES/SEASON
- 8 NORTH TEAMS VISIT ONCE PER SEASON
- THREE SOUTH TEAMS HAVE 2-NIGHT STAYS IN CANMORE
- DO TO OUR LOCATION, VISITING TEAMS CHOOSE OUR DESTINATION TO HOST THEIR FAMILY WEEKENDS AS WELL AS VISITING PARENTS MAKING THEIR WAY THROUGH OUR COMMUNITY



**220 HOTEL  
STAYS/YR**



**88 TEAM  
MEALS/YR**



**ADDED INFLUX TO  
GROCERY & RETAIL**



**TEAMS & FAMILY  
EXPOSURE**

## EAGLES SPRING CAMP

- OPERATES TWICE PER YEAR (3 DAY DURATION)
- 130 PLAYERS/CAMP (260 TOTAL)
- 130 FAMILIES AT CAMP IN CANMORE EACH EVENT



**520 HOTEL  
STAYS/YR**



**2348 ADDED  
MEALS**



**520+ CUSTOMERS  
ADDED TO CANMORE**



**COMMUNITY  
EXPOSURE**

# *Eagles in the Community*

## *Eagles Partnership with FCSS*

With the cost of living being quite high in Canmore, the Eagles have partnered with the FCSS program to make Eagles games more affordable for lower income families. Since the Canmore Eagles are a community owned team, we are committed to providing accessible entertainment for all residents of the Bow Valley. The Canmore Eagles provide all FCSS card holders 50% off game day tickets.

The Canmore Eagles have spent over 1,600 hours volunteering in the Bow Valley Community each season, giving back to the community that helps keep us afloat.

Eagles community initiatives include, but are not limited to:

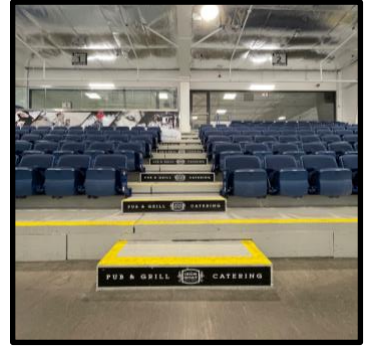
- Lafarge Learn to Read Program
- Snow Angels
- Canmore Minor Hockey Evaluations
- Highland Games
- Spirit of Christmas Food & Toy Drive
- Canada Day Parade
- Halloween Safe Walk



# Individual Sponsorship Opportunities

## Arena Sponsorship

- On-Ice Logo \$2500
- Arena Rink Boards \$1750
- Arena Wall Boards \$1750
- Outside Rink Boards \$1500
- 4" Glass Ribbon \$1400 (sold in 20 ft segments)
- Step Advertising \$1200 - 1 Flight
- Rink Pillars \$1200
- Puck Sponsor \$2200
- Seat Face sponsor \$2500-\$5000  
(Depending on section)



## Player Sponsorship

- Jersey Shoulder Patch Advertisement \$3500
- Hockey Pant Advertising Sponsor \$5000
- Helmet Advertising Sponsor \$3000
- Blue Jersey and White Jersey Sponsors
- Track Suit Sponsor \$2500



# In-Game/Media Sponsorship

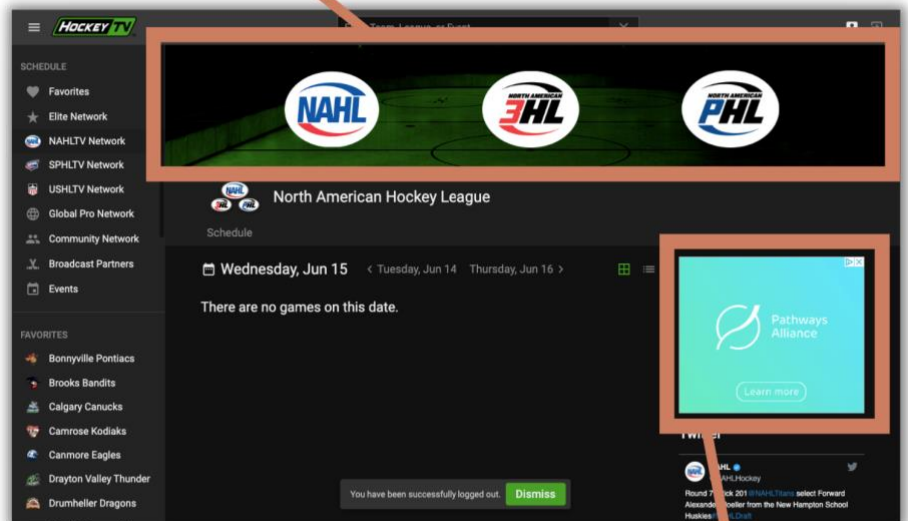
- PA Last Minute of Play Sponsor \$1000
- PA and HockeyTV Starting Lineup Sponsor \$1500
- PA and HockeyTV Hit of the Game Sponsor \$1500
- PA and HockeyTV Eagles Power Play Sponsor \$1500
- PA and HockeyTV Penalty Kill Sponsor \$1500
- PA and HockeyTV Goal Sponsor \$1500
- PA and HockeyTV Period Summary Sponsor \$1000
- HockeyTV Banner Sponsor (1 available) \$ 800
- HockeyTV Sidebar Sponsor (2 available) \$1500
- 50/50 Sponsor \$3500
- Game Day Program Advertising Insert \$250
- On the Road Sponsor \$ 1000
- Game Summary Sponsor \$1500
- Player of the Game Sponsor \$1500



**YOUR COMPANY  
ADVERTISEMENT  
HERE**

**HockeyTV Banner Sponsor (x1):**

- Company logo appears on Canmore Eagles HockeyTV for all 60 games played during the season, plus 4-28 playoff games



**HockeyTV Sidebar Sponsor (x2):**

- Company logo appears on Canmore Eagles HockeyTV for all 60 games played during the season, plus 4-28 playoff games

**YOUR COMPANY  
ADVERTISEMENT  
HERE**



\*All graphics are just demos\*



**Home Game Sponsor:**

- Company logo appears on game day related posts for selected sponsored game
- Part of the Game Day Sponsorship package

**YOUR COMPANY LOGO HERE**

**Game Day Sponsor: Away**

- Company logo appears on 29 regular season away game posts
- Plus potentially 2 to 16 away playoff games

**YOUR COMPANY LOGO HERE**



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**Game Summary Sponsor:**

- Company logo appears on 60 regular season game posts
- Plus potentially 4 to 28 playoff games
- Paired with game highlights

**YOUR COMPANY LOGO HERE**

**Player of the Game Sponsor:**

- Company logo appears on 60 regular season player of the game posts
- Plus potentially 4 to 28 playoff games
- Paired with player highlight

**YOUR COMPANY LOGO HERE**



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**50/50 sponsor:**

Support the Eagles and sponsor every 50/50 draw for the 2022/23 season

- Company logo appears on all Eagles 50/50 posts
- Company logo appears on Eagles online 50/50 rafflebox platform
- Logo appears on the arm rest of every other seat in the Canmore Recreation Centre

**YOUR COMPANY LOGO HERE**



**50/50 sponsor:**

Help support the Eagles and guarantee a jackpot to help us generate a larger draw!

- Company logo appears on Eagles 50/50 jackpot posts
- Company logo will appear on Eagles online 50/50 rafflebox platform

**YOUR COMPANY LOGO HERE**



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## *Additional Opportunities*

- Fridge Magnet Schedule Sponsor \$1950
- Eagles Ticket Back Sponsor \$1600
- Eagles Christmas Tree Lot Ticket Sponsor \$1600
- Low Income Family Season Ticket Donation \$850
- Awards Trophy Sponsor \$600
- Eddie the Eagle Mascot Sponsorship \$2500



## *Event Sponsorship - Blue & White Night*

- Dinner Sponsor \$2000
- Silent Auction Donations

## *Event Sponsorship - Legacy Golf Tournament*

- Platinum Sponsor \$6,000
- Gold Sponsor \$3,000
- Silver Sponsor \$1,000
- Bronze Sponsor \$500
- Hole Sponsor \$1,500
- Hole in One Sponsor \$1,000
- Cart Sponsor \$2,000
- Dinner/lunch Sponsor \$ 2500
- Silent Auction Donations
- Group prizes (foursomes)

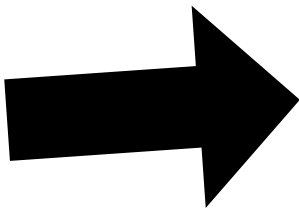


\*Cover & Hyde title sponsor and working closely with Eagles to put on legacy tournament and help boost alumni involvement.

# OPA! OF GREECE



Example sponsorship:



# Help support hockey in the Bow Valley!



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