

CANMORE EAGLES



P. O Box 8131
Canmore, Alberta
T1W 2T9
403 678 1855

Marketing@canmoreeagles.com

2024/2025





Introduction

The Canmore Eagles Junior A Hockey club, 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

- 12 TEAMS (300 PLAYERS + 60 BENCH STAFF)
- 6 SOUTH TEAMS VISIT 3 TIMES/SEASON
- 6 NORTH TEAMS VISIT 2 TIMES/SEASON
- MULTIPLE 2-3 NIGHT STAYS IN CANMORE FROM VARIOUS TEAMS
- TOP DESTINATION TO HOST FAMILY WEEKENDS FOR VISITING TEAM (HOTEL STAYS FOR PARENTS)



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

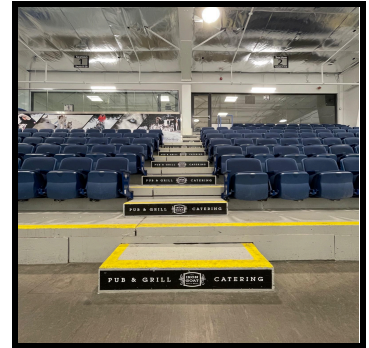


Individual Sponsorship Opportunities

Arena Sponsorship

- On-Ice Logo \$2500
- Arena Rink Boards \$1850
- Arena Wall Boards \$1850
- Outside Rink Boards \$1850
- 4" Glass Ribbon \$1500 (sold in 20 ft segments)
- Step Advertising \$1300 - 1 Flight
- Rink Pillars \$1750
- Puck Sponsor \$2200
- Seat Face sponsor \$2500-\$5000

(Depending on section)



Player Sponsorship

- Jersey Shoulder Patch Advertisement \$3500
- 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

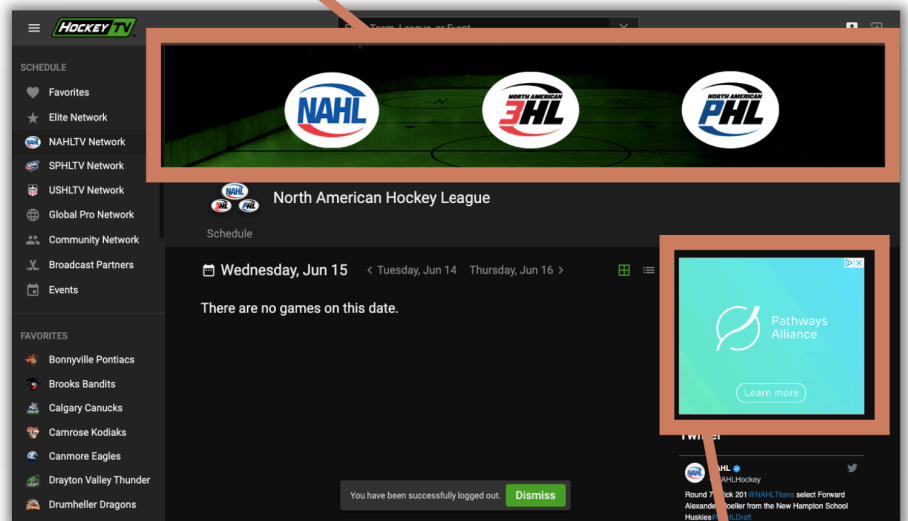
- PA Last Minute of Play Sponsor \$1000
- PA and HockeyTV Starting Lineup Sponsor \$1500
- PA and HockeyTV Hit of the Game Sponsor \$1500
- PA and HockeyTV Eagles Power Play Sponsor \$1500
- PA and HockeyTV Penalty Kill Sponsor \$1500
- PA and HockeyTV Goal Sponsor \$1500
- PA and HockeyTV Period Summary 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**

