



2010 – 2011 Sponsorship Opportunities

The Team Needs Your Support

Hockey has played a dominant role on the sports scene of the Southwest Coast for decades. With the generous support of our region's business community, we have all witness the triumphant return of competitive hockey to Newfoundland's Hockeyville. The level of community pride and support has never been stronger. In order to keep building the hockey tradition of the Southwest Coast, the Port aux Basques Mariners need your support.

As you can appreciate, significant resources are required to operate a team in the fast-paced, high-flying, hard-hitting Central West Junior Hockey League. Only a small portion of the required revenues come from ticket sales. Therefore, significant revenues have to be generated through fund-raising and sponsorship.

For this season, we are taking a prudent and organized approach to generate revenue. In addition to game day activities and additional fundraising efforts we hope to undertaken during the season, we are turning to the business community to show their support.

The management committee is committed to providing significant return for your sponsorship dollar – ensuring a win-win situation for both the team and our sponsors. This season will provide marketing opportunities through a minimum of 23 games, including the 2011 Veitch Memorial Provincial Championship that will be hosted by the Mariners in April. Through your investment you can be assured that you will receive significant value and return – while supporting the Port aux Basques Mariners.

2010-2011 Sponsorship Opportunities

The following tables outline the main sponsorship opportunities available, and summarize the direct benefits that sponsors will realize for the upcoming season. The values indicated can constitute **EITHER CAPITAL OR IN-KIND CONTRIBUTIONS** to the team. If you have any additional suggestions, please let us know. We want to ensure you receive tremendous value for your sponsorship dollars!

www.gomarinersgo.ca

Platinum Sponsor - \$1000 +

- Logo displayed on the main page of the team website
- Detailed Business description with sponsor link on a sub page of the website
- Logo on all jerseys
- Logo on cover of all game programs
- Logo on all game posters
- At least 3 Custom announcements by the public address announcer at each home game
- Opportunity to work with Mariners on your own promotions
- Opportunities to create additional awareness and promotional opportunities at games
- Sponsor Name Bar on the bottom back of a select jersey – home and away
- Permission to use the Mariners logo in promotional materials – must be pre-approved by the Mariners
- 2 Season Ticket Passes
- Listing as Platinum Sponsor on all media releases

Gold Sponsor: \$500 +

- Exclusive on-ice promotion during an intermission for ALL home games
- At least 2 custom announcements by the public address announcer at each home game
- Opportunity for signage on the ice during the promotion
- The on-ice promotion will be highlighted in each game day program
- Logo displayed on the main page of the team website
- Logo on the inside panel of all game programs
- Sponsor Name Bar on the bottom back of a select jersey – home and away
- 2 Season Ticket Passes
- Mariners will work with the sponsor to develop the intermission promotion
- Four sponsor opportunities available. First come. First Serve.

Silver Sponsor: \$250 +

- Sponsor Name Bar on the bottom back of a select jersey – home and away jerseys
- At least 1 sponsor recognition announcements by the public address announcer at each home game
- Recognition of sponsor on the website
- Sponsor listing on back of all game programs



Port aux Basques
Mariners
2010 – 2011
Sponsorship Form



YES, I want to become a Sponsor of the Port aux Basques Mariners

Business Name: _____

Contact Name: _____

Mailing Address: _____

Street Address: _____

Town: _____ Province: _____ Postal Code: _____

Tel: _____ Cell: _____ Fax: _____

Email: _____ Website: _____

2010-2011 Season Sponsorship Platinum Gold Silver

Capital Amount: _____ In-Kind Amount: _____

In-Kind Specifics: _____

Custom PA Announcement: _____

Requests or Comments: _____

Sponsor Signature: _____ Date: _____

*To discuss particular requests or for clarification, please call Andrew Parsons at 695-7341/5852.
Please complete and fax to Andrew at 695-3944 or call to arrange pick-up.*