

# APPLEWOOD HOCKEY ASSOCIATION



August 2021

Dear Business Owner:

Hockey **IS** coming back this season! We are hoping despite the difficulties of the last year local businesses will consider supporting their local youth hockey association?

Applewood Hockey Association has been organizing hockey for boys and girls aged 4 to 19 since 1988. We are one of the six associations that make up the Mississauga Hockey League. Our home arena is Chic Murray at the Burnhamthorpe Community Centre.

Applewood Hockey Association is a Not-for-Profit organization run entirely by volunteers, who help over 500 boys and girls each year with an opportunity to develop life skills while participating in organized hockey. The goal of our organization is to develop community spirit, encourage sportsmanship, and good fellowship amongst all of the participants, but above all - to **have fun!** Our programs start with TimBits Learn to Skate and progress to House League games and Rep level for those looking for a greater challenge.

We also run a First Shift program, part of a nationwide initiative to help kids fall in love with hockey. Boys and girls are professionally fitted with full kit from head to toe by Bauer, have 6 on ice sessions in a 4:1 ratio with qualified instructors, all for \$229.

The goal of the Applewood Hockey Association Sponsorship Program is to increase the accessibility of minor hockey for its participants. Your sponsorship dollars help us subsidize the high costs associated with minor hockey (*e.g. registration fees, ice costs, tournaments, and equipment*) which are increasingly becoming prohibitive.

Applewood Hockey offers several options for sponsorship, from Team Sponsors to Association Sponsors, we have options to fit your budget.

Thank you for considering Applewood Hockey Association and we look forward to having you as part of our Sponsorship Program.

If you have any questions, please do not hesitate to contact Andrew or Brian.

Regards,

Andrew Perry  
**Applewood Hockey Association**  
c/o 844 Runningbrook Dr  
Mississauga ON L4Y 2S1  
Tel: (416) 560-3635  
Email: ajperry.ca@gmail.com

Brian Hudson  
**Applewood Hockey Association**  
c/o 2581 Benedet Dr  
Mississauga ON L5J 4H6  
Tel: (416) 706-7335  
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## 2021/22 SPONSORSHIP PROGRAM

There are several options available for sponsorship at Applewood Hockey Association.

### TEAM SPONSOR - HOUSE LEAGUE:

#### 1 Team \$500, 2 Teams \$850

- Your company's name and/or logo displayed on players' jerseys. *Teams play at most rinks across Mississauga and some travel to tournaments across Ontario!*
- Advertising link on the Applewood Hockey website – [applewoodhockey.on.ca](http://applewoodhockey.on.ca)
- An appreciation plaque with your sponsored team's photo and your company name to display at your facility in recognition of your support

We require a hi-res graphic file of your Company logo, for the jersey and the website.

### ASSOCIATION SPONSOR:

#### BRONZE Level - \$200.00

- Advertising link on the Applewood Hockey website – [applewoodhockey.on.ca](http://applewoodhockey.on.ca)

#### SILVER Level - \$500.00

- Advertising link on the Applewood Hockey website – [applewoodhockey.on.ca](http://applewoodhockey.on.ca)
- Lead sponsor of our power skating & skills clinics. (*audience 1,000+*)

#### GOLD Level - \$750.00 (*Note: We may not be able to run events due to Health Regulations*)

- Advertising link on the Applewood Hockey website – [applewoodhockey.on.ca](http://applewoodhockey.on.ca)
- Lead Sponsor of our Annual Dance (*we hope to be able to hold this in February*)
- Lead Sponsor of our Skills Contest and other Association events (*subject to health guidance at the time*)

All Association sponsors will be featured in an Association news article during the season where you will have the opportunity to share more details about your business.

We will require a hi-res copy of your Company logo in either a .gif or .png format for the website.

If you have any questions, or if you would like to be a Sponsor for our Association, please feel free to contact Andrew or Brian at:

Andrew Perry  
**Applewood Hockey Association**  
c/o 844 Runningbrook Dr  
Mississauga ON L4Y 2S1  
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## 2021/22 SPONSORSHIP PROGRAM APPLICATION FORM

Name of Sponsor: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

Authorized by: \_\_\_\_\_ Title: \_\_\_\_\_

We wish to sponsor:

**Team:** \_\_\_\_\_

**Name/Logo for Jersey:** \_\_\_\_\_  
*(Don't forget to include your artwork in vector format)*

**Association:**

**Gold:**

**Silver:**

**Bronze:**

**Amount attached:**

*Please make cheques payable to **Applewood Hockey Association***

Payment must accompany this application, which will become your invoice. Please forward to:

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Sponsorship monies can only be used for equipment, uniforms, tournaments (including travel), registrations, clinics, camps, or team parties. In the event that all the money is not used for the listed approved expenses, the remaining money will be redirected back to Applewood Hockey Association.