



# BMHA Team Sponsorships

BMHA teams are permitted to seek out team sponsorships; with the understanding that all funds raised must be used to support hockey-related team activities, such as tournament registration fees or extra practice ice.

While there are no hard and fast rules, on how much to ask for and what to offer in return, we do suggest the following guidelines; to avoid the potentially embarrassing situation of one team asking a sponsor for a significantly different amount than another team, for what is essentially the same sponsorship value.

## **Examples of possible Sponsorship Packages:**

- 1) **Jersey Sponsors** provide the team with \$ \_\_\_\_\_ (typically anywhere from \$100 to \$200) in return for having the Sponsor's Company Name displayed on one player's home & away jersey for the season, as well as a Listing & Link to the Sponsor on the team's website.
- 2) **Line Sponsors** provide the team with \$ \_\_\_\_\_ (typically anywhere from \$300 to \$500) in return for having the Sponsor's Company Name displayed on all of either the team's home or away jerseys\*, as well as a Listing & Link to the Sponsor on the team's website.
- 3) **Team Sponsors** provide the team with \$ \_\_\_\_\_ (typically anywhere from \$600 to \$1,000) in return for having the Sponsor's Company Name displayed on all of the team's home & away jerseys\*. The sponsor is also provided a Listing & Link to the Sponsor on both the team's and the Association's websites.

\* Team or Line Sponsors should be made aware if there will be *some* Jerseys Sponsors, which would take priority, on a few jerseys (only one sponsor-bar allowed per jersey).

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## **Notes to help with customizing your own Team Sponsorship Packages:**

Some sponsors are just happy to see their money going to a minor hockey team and really do not want anything in return, other than a huge thank you, while others want to see something more visible.

While most Sponsors offer cash, some would prefer to provide products or services for the team. Drinks, snacks, prizes or equipment/facilities can all help to lower the parent contributions required to meet the team budget.

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## **Remember that teams have the ability to offer:**

- Sponsor name bars on either the home jerseys, away jerseys or both;
- A team photo that the Sponsor can use to demonstrate good will in their community;
- Sponsor's name on the team's website, with a link to the Sponsor's website;
- Sponsor's name on a banner that is displayed behind the team bench at games;
- **A thank you letter from the team** that the Sponsor can display proudly;
- Sponsor's name on the BMHA website, with a link to the Sponsor's website\*; and of course
- undying gratitude

\*Listing & linking your Sponsors on the BMHA site is free to the team. Simply send a note to [fundraising@blackburnstingers.com](mailto:fundraising@blackburnstingers.com)

There is a sample letter, included in the Team Managers Manual, which is meant to help solicit possible Sponsors.