**New Hamburg Firebirds Hockey Club**

**1291 Nafziger Road, Unit #4**

**Baden, Ontario N3A 0C4**

**Sponsorship & Advertising Opportunities**

**2021-2022**

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**Executive Statement**

**As a current member of the New Hamburg Firebirds executive, I would like to take this opportunity to express our appreciation for your past support. Junior hockey had its beginnings in New Hamburg back in 1953 and has continued to the present day because of the support we have received from our local businesses and the New Hamburg community. We are a not-for-profit corporation that is working hard to maintain the storied history of Junior Hockey in New Hamburg and we count on your support to make this happen.**

**This package contains many sponsorship and advertising opportunities available to you. I will be in contact with you over the next few weeks to discuss your involvement for the coming season and to answer any questions or concerns you may have.**

**Thank you for your consideration and I look forward to further involvement with you.**

**Executive Member: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Contact: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Executive and Staff**

**Board of Directors**

**President: Gord Mills**

**Past President: Bernie Shantz**

**Secretary: Joyce Junker**

**Treasurer: Steve McNeil**

**Directors: Rich Baechler Gary Bender Larry Bisch**

**Rick Haffner Gary Hobbs Billie Jo Mark**

**Mike Roth Kevin Steinacker Derek Sword**

**Team Management & Coaching Staff**

**General Manager/Head Coach: Shane Gerber**

**Assistant Coaches: Jay D’Aguilar Doug Hohl Taylor Wood**

**Assistant Coach/Video Coach: Brock Yantzi**

**Goalie Coach: Joe van der Zalm**

**Training Staff**

**Team Trainer: Kaitlyn Kelly**

**Equipment Staff**

**Equipment Manager: Allen Denison**

**Assistant Equipment Managers: Al McCormick Bruce Baechler**

**Scouting Staff**

**Rick Earl Andrew Henderson**

# New Hamburg Jr. C Firebirds o/a a Division of Spirit 83 Inc.

**Mission Statement**

**PHILOSOPHY AND OBJECTIVES**

The philosophy of the New Hamburg Jr. C Hockey club is to provide an entertaining brand of hockey where the principals of good sportsmanship and team spirit are emphasized. The team must be competitive with goals and objectives set high, but this does not mean that they must be reached at all costs. Success will be measured in terms of how well the team plays to its potential while exhibiting the principals of good sportsmanship and team spirit. It is imperative that the Jr. C Hockey Club will try to work closely together with the New Hamburg Hockey Association which may enable the nucleus of the Junior Team to be made up of graduates of the New Hamburg Minor System. It is recognized that to be competitive it is also necessary to add players from the surrounding minor systems as well as the Kitchener Waterloo area. Local players are to be given every opportunity to play providing they exhibit not only the necessary skills but the desired attitude as well. The final selection of players is the responsibility of the coach and managing staff, the local content of the team will be monitored by the junior executive. This is important if we are to retain the support of the fans as well as the financial support of the community.



**New Hamburg Junior Hockey History**

**New Hamburg C.L. Roth’s (1953-1960)**

**Started as a Junior “D” franchise and moved up to Junior “C”**

**New Hamburg Hahn’s (1960-1983)**

**Continued as a Junior “C” franchise winning the Clarence “Tubby” Schmalz Cup emblematic of Ontario Junior “C” supremacy in 1967. Moved to Midwestern Junior “B” Hockey League in 1977.**

**New Hamburg Spirit of 83 (1983-1997)**

**Returned as a Junior “C” franchise and played in the Niagara District Junior “C” Hockey League.**

**New Hamburg Firebirds (1997-Present)**

**Continue to play as a Junior “C” franchise in the Pat Doherty division of the Provincial Junior Hockey League. Division teams include Burford Bulldogs, Delhi Travellers, Norwich Merchants, Tavistock Braves, Wellesley Applejacks and Woodstock Navy Vets.**

**New Hamburg Firebirds sponsorship Opportunities**

**Season Pass ticket holder**

Purchase a season pass for regular season New Hamburg Firebird home games.

Adult- **$75.00**, Youth **$40.00**

**Program:**

**Business Card Ad -$150.00** -This advertisement is a business card (2”x3.75”) in our program

Value to you: 1- Business card ad

1. Regular season Home game pass

**1/4 Page Ad- $200.00**- This advertisement is a 1/4 page (3.75”x4”) in our program.

Value to you: 1- quarter page ad

1. Regular season Home game pass

**1/2 Page Ad-$300.00**- This advertisement is a 1/2 page (5”x7.5”) in our program.

Value to you: 1- half page ad

1. Regular season Home game passes

**Full Page Ad- $500.00**- This advertisement is a full page (7.5”x10”) in our program.

Value to you: 1 full page ad

 4 -Regular season home game passes

**Sponsorship Opportunities:**

**Puck Sponsor- $300.00**- Supply the home game pucks for the complete season. Previous sponsor has first right of refusal. 3 puck sponsor opportunities

Value to you: Game announcements as the puck supplier during the game

 2 -Regular season home game passes

**Sweater Sponsor-$400.00**- This will place your name on the sweater of our Home and Away sweaters. Previous sponsors have first right of refusal for their sweater. 20 sweater sponsor opportunities

Value to you: Listed in program as sweater sponsor

 3 -Regular season home game passes

 Listed on The Firebirds webpage for Sponsor list

**Major Sweater/Apparel Sponsor- $1,000.00**- This puts your Company Logo on all Team sweaters/ apparel (sweater, pant shells). Previous sponsors have first right of refusal.

Value to you: Have your Company logo visible on each Firebird player during games

 Be listed in a ¼ page ad as Major sweater sponsor

 4 -regular season home game passes

 Listed on The Firebird webpage for Sponsor list

 **Game Sponsor- $400.00**- Max. 2 per game. You will be promoted as 1 of 2 sponsors of the game and listed as the game sponsor in the program. Previous sponsors have first right of refusal.

Value to you: Listed in game sponsor program ad

 Unlimited passes for that game

  **Or**

2 -Regular season home game passes

 Listed on The Firebird webpage for Sponsor list

**Ice Logo Opportunity:**

Sizes:10’x30’- **$3,000.00** per year or 2- 10’x20’-**$2,000.00** instead of a 10’x30’, Qty. 1 currently available or 9’x15’**-$1,500.00** per year- opportunity currently full

Value to you: Your Business logo will be displayed on the Firebirds home ice for the complete season and will be viewable by all ice pad users. All ice logo sponsors are a 3-year commitment.

Commitment Time deadline: **July 15/21**

**Game day program door prizes**

 Supply 1 prize per game for each Firebirds Home game.

Value to you: listed in program as supplier

 listed on Prize board in Lobby

**Ice Sponsor Opportunity**

Sponsor of the Ice rental cost for 1 month of Ice time for the New Hamburg Firebirds.

**$5,000.00** Qty of 5 sponsor opportunities

Value to you: 3 Game day announcements as a sponsor and full-page program ad.

 4 regular season home game passes

 Listed as sponsor on Lobby sponsor banner

 Listed on The Firebird webpage for Sponsor list

**Blue line Sponsor**

Be the official sponsor of the Blueline Club.

 **$3,000.00** for season. 2 sponsor opportunities.

Value to you: Sponsor for Blue Line club will be announced each period of the game.

 A banner with your logo in our Blue line area

 Full page program as the “Firebird Blue Line club sponsor”

 4 Regular season home game passes

 Listed on The Firebird webpage for Sponsor list

**Player of the Game Sponsor**

Be the official Player of the Game sponsor for the season. Previous sponsor has first right of refusal.

**$1,000.00** 1 sponsor opportunity

Value to you: ¼ page program ad

 Announced at each home game as sponsor for the player of the game

 2 Regular season home game passes

 Listed on The Firebird webpage for Sponsor list

**Pocket Schedule**

Be the official sponsor of the New Hamburg Firebirds pocket schedule

 **$300.00** 1 sponsor opportunity

Value to you: Your logo will be on each pocket schedule

 2 Regular season home game passes

**Team Transportation sponsor**

Be the official sponsorof The New Hamburg Firebirds team transportation for one month

4 sponsor opportunities**- $3,500.00**

Value to you: Full page ad in the program

 Listed on the Lobby sponsor Banner

 4 Regular season home game passes

 Listed on The Firebird webpage for Sponsor list

**Chuck -A -Puck sponsor**

Be the official sponsor of Chuck-a Puck at all Firebird Home Games

1 sponsor opportunity**-$300.00**

Value to you: Announced as the sponsor for the Chuck-a -Puck

 Listed in the program as official sponsor.

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**Commitment Deadline: August 1,2021**

**Advertisement/Logo Material Deadline: August 11,2021**

**Payment Deadline: August 31,2021**

 **Statement of Appreciation**

The New Hamburg Firebirds greatly appreciate you taking the time to review our sponsorship and advertising opportunities. It is our hope you have found an opportunity that suits your business needs. We would like to thank you for your support in previous season and hope to see you in the upcoming season cheering on the Firebirds with us. Go Firebirds!

Thank you,

The New Hamburg Firebirds

**New Hamburg Firebirds Sponsorship Commitment Form**

In reviewing the New Hamburg Firebirds 2021/2022 sponsorship package, I would like to commit to the following:

**Program Packages:** (please check your commitment opportunity)

* 1. Business card- $150.00
* 2. Quarter Page -$200.00
* 3. Half Page-$300.00
* 4. Full Page-$500.00
* 5. Puck Sponsor-$300.00
* 6. Sweater Sponsor-$400.00
* 7. Major Sweater/Apparel Sponsor-$1,000.00
* 8. Game Sponsor-$400.00
* 9. Ice Logo-$3,000.00, $2,000.00, $1,500.00
* 10. Game Day program door prize
* 11. Ice Sponsor-$5,000.00
* 12. Blue Line Sponsor-$3,000.00
* 13. Player of the game Sponsor-$1,000.00
* 14. Pocket Schedule-$300.00
* 15. Team Transportation Sponsor-$3,500.00
* 16. Chuck-A-Puck Sponsor-$300.00
* 17. Season Passes -Adult-$75.00, Student-$40.00

**Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Contact Person: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Phone #: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\*\*\*This completed page may be emailed to** **gord.firebirds@rogers.com**