



August, 2011

Attention: Manager or Owner

Re: 2011-2012 Prince George Ringette Season request for Sponsorship

Dear Sir or Madam,

Ringette is a Canadian game that was first introduced in 1963 in North Bay, Ontario. Ringette is a fast-paced team sport on ice. In Canada 50,000 athletes, coaches and officials call Ringette their sport. Ringette is also played internationally in Finland, Sweden, the United States, and has been introduced in many other countries. Locally our association, P.G.R.A was started in 1980 by Joy Hoffman. Since then we have been continuing our growth and passion for our sport. **We welcome you to have a look at our website: www.pgringette.ca**

On behalf of the Prince George Ringette Association, I would like to take this opportunity to introduce you to our sponsorship package for the upcoming **2011-2012 season**. We recognize competition for limited sponsorship resources in Prince George requires those who do sponsor community based sports organizations to make difficult decisions. We believe that sports organizations that provide a good value from sponsorship make good business sense and can enhance your efforts to market your business and services.

We offer both specific team sponsorships and general association sponsorships targeted at helping to keep the pressures of an operating deficit in check and the cost of Ringette participation both affordable and accessible to those families who wish to get involved. While our structured sponsorship package options start with the Silver Sponsor of \$550.00 and top out with the Platinum Sponsor of \$1500.00 or more, we are still very appreciative of those sponsors who choose to become one of the Friends of Ringette (\$100.00-\$450.00). In addition to monetary sponsorship other donations or gifts for fundraising are greatly appreciated.

It is our sincere hope that your company will commit to supporting our local Prince George Ringette Association. I would be very pleased to answer any questions you may have regarding the sponsorship options available.

Thank you again for your kind consideration of support for the Prince George Ringette Association. Any sponsorships may be mailed to the address below or at your request we will pick up the donation.

Sincerely,

Karen Nicklen

Vice President
Phone: 250 964-4425
pgringette@hotmail.com

Prince George Ringette Association

Sponsorship Policy/Package

Adopted by PGRA Board June 2004
Adopted as Revised by PGRA Board August 19, 2008



**“Working with you to provide maximum value
and beneficial impact to the community”**

For more information, please contact the PGRA Sponsorship Director by
visiting our web site at www.pgringette.ca
Sponsorship Director contact information is located under the Administration Link

Platinum Sponsor

With your generous support of \$1500.00 or more toward the ringette season, you may consider one of the following options:

- 1) One year exclusive Team Sponsor (While we will try to accommodate your specific team request, we do require the flexibility to direct sponsorship towards teams in need); Joy Hoffman Tournament Sponsor; or
- 2) One Year as Association Platinum Sponsor (support dollars are used directly to help defray association operating costs); Joy Hoffman Tournament Sponsor; or
- 3) If you specify, your sponsorship may be directed towards a 'AA' All Star team (non –exclusive sponsorship of a regional team typically comprising Quesnel, Houston, Terrace and Prince George players). ; Joy Hoffman Tournament Sponsor.

Value of Sponsorship – Your support as a Platinum Sponsor entitles you to:

- Your corporate logo displayed on the PGRA website home page at (www.pgringette.ca) with a link to your web site;
- Prominent display on a Sponsor's banner with your corporate logo/identification and PGRA's logo. Banner will be displayed at Joy Hoffman Tournament. (Note 'AA' All Star team does not participate at the Joy Hoffman Tournament; Association Sponsor' will be acknowledged in a sign or banner along with other tournament sponsors);
- A full page ad in the annual Joy Hoffman Tournament Program;
- Acknowledgement of team out of town results in either the Citizen or Free Press or both. Team's will be referred to in the following fashion: "the Jenco Welding Belle Fireballs" completed a three game sweep..."
- Acknowledgement of sponsors at season-end in a local paper along with the AGM notice;
- Appreciation Plaque from PGRA and copy of team photo (if applicable)

How will PGRA use my sponsorship funds? From your contribution of \$1500.00 or more:

- \$250.00 will go directly towards sponsorship of the annual Joy Hoffman tournament hosted by PGRA annually in November;
- Balance will be used by PGRA to defray costs of operations and tournaments. At the discretion of PGRA executive, written requests from the sponsored team's Coach or Team Manager for financial assistance up to \$500.00 towards team jackets, uniforms or hoodies only will be considered. This amount cannot be carried over into the next season.
- Balance with respect to 'AA' All-star teams may be used by the team to defray the costs of tournaments, travel, team functions, team jackets or hoodies.

Sponsor's Package

Gold Sponsor

With your generous support of \$1000.00 or more toward the ringette season, you may consider becoming a non-exclusive Team Sponsor or general Association Sponsor as well as a Joy Hoffman Tournament Sponsor.

Value of Sponsorship – Your support as a Gold Sponsor entitles you to:

- Prominent display on Sponsor's banner with your corporate logo/identification and PGRA's logo. Banner will be displayed at the Joy Hoffman Tournament. (Note: Association Sponsor' will be acknowledged in a sign or banner along with other tournament sponsors);
- A half page ad in the annual Joy Hoffman Tournament Program;
- Acknowledgement of team out of town results in either the Citizen or Free Press or both. Team's will be referred to in the following fashion: "the Jenco Welding Novice Fireballs" completed a three game sweep..."
- Acknowledgement of sponsors at season-end in a local paper along with the AGM notice;
- Appreciation Plaque from PGRA and copy of team photo (if applicable)

Sponsor's Package

Silver Sponsor

With your generous support of \$550.00 or more toward the upcoming ringette season, you may consider becoming a non-exclusive Team Sponsor or general Association Sponsor.

Value of Sponsorship – Your support as a Silver Sponsor entitles you to:

- Acknowledgement of team out of town results in either the Citizen or Free Press or both. Team's will be referred to in the following fashion: "the Jenco Welding Novice Fireballs" completed a three game sweep..."
- Acknowledgement of sponsors at season-end in a local paper along with the AGM notice;
- Appreciation Plaque from PGRA and copy of team photo (if applicable);
- As part of team efforts to purchase team uniforms, jackets, hoodies, etc. the Coach or Team Manager may enquire of you as to your desire to contribute directly towards this additional voluntary support.

Sponsor's Package

Friends of Ringette

With your generous support of up to \$500.00 toward the upcoming ringette season, you may consider becoming a General Association Sponsor. Alternatively your donation of product or services* required by PGRA will be graciously accepted.

Value of Sponsorship – Your support as a Friend of Ringette entitles you to:

- Acknowledgement of sponsors at season-end in a local paper along with the AGM notice;
- Goodwill.

*PGRA is limited as to the types and kinds of products and services that provide relevant value to the association. Products may for example include ringette equipment and accessories, canned or bottled soft drinks. Services may include equipment repairs, printing and assembly of brochures or tournament programs.