

## **PRINCE GEORGE RINGETTE ASSOCIATION**

## **SPONSORSHIP LETTER**

## 2023-2024 RINGETTE SEASON

For more information, please contact

PGRA Sponsorship Director

sponsorship@pgringette.ca

Revision Draft- June 15, 2023

Prince George Ringette Association P.O. Box 1321 Prince George, BC V2L 4V4

Dear Community Partner,

Ringette is a fast paced, inclusive, non-contact sport, played by all genders across Canada and beyond. The Prince George Ringette Association (PGRA) has steadily grown since its inception twenty-one (23) years ago in 1980, when the first team was created with 22 players. Last season, the association had 176 players registered, with players ranging from five (5) to thirty plus (30+) years old. The sport has grown throughout the province and across Canada.

Prince George Ringette Association:

- Places every registered player on a Club or Competitive team to play regardless of skill, talent or experience;
- Offers affordable registration rates that includes two (2) weeks of power skating at the beginning of the season; a regular season of practices and games; and the opportunity to play in three (3) northern league game play weekends as well as tournaments in the Okanagan and the Lower Mainland;
- Provides all players U10 players and younger receive a free jersey from one of our sponsors; in addition to,
- Offers two (2) to four (4) free "Come Try Ringette" events for th community as well as "Bring a Friend" events throughout the season which introduces the sport to new players, their parents, grandparents and loved ones who come to spectate. And for this season it looks like this will happen again!!



The PGRA website and social media channels sees thousands of visitors during a season and the Association is featured in a number of local media interviews and highlights especially since the Canada Winter Games where ringette was one of the most popular sports with the fans.

In November 2023, PGRA will hosted the 30th annual "Joy Hoffman Memorial Tournament" with teams participating from across the province. Our teams also compete in tournaments within the Northern League Association and travel throughout BC and Alberta to participate in invitational tournaments. Prince George also hosted the BC Provincial Ringette Championship in March 2019 which brought in hundreds of players, team staff, and spectators.

We are currently looking for sponsors (funding, products or services) for our upcoming 2023-2024 season and would appreciate your consideration of this request. Sponsorship allows the Association to:

- Create an awesome environment for players to play for fun and compete at the appropriate level and development as players and as people;
- Continue our coach, team staff, and officials development by facilitating courses and specialized training led by outstanding leaders in the field;
- Assist in the Association's operational costs such as hosting tournaments, ice times and equipment purchases;
- Support the continued growth and promotion of Ringette within Prince George and beyond;
- Maintain and purchase new equipment; and,
- Deliver competitive player development opportunities such as the Excellence and Excel to Train Programs;

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We know that this letter may be one of several requests for a donation that you or your business may receive or you wonder what reason you might have for sponsoring. As an Association, the Board is diligent in the use of any funds received and a budget is created on an annual basis that determines where the funds will be dedicated to. Sponsorships have the benefit of promoting your business in our community and surrounding areas. While traditional sponsorship proposals have included tiering, we believe that having a conversation about what value our association could bring to your business is a great place to start. We always have the tiered document that could provide some direction!

These sponsorships make a real difference for the ringette players in Prince George from five (5) to eighteen (18) years old. If you are interested in becoming a sponsor for the PGRA this season, please do not hesitate to contact me. I am available to answer any questions you may have about this proposal.



Yours Sincerely, Darian Campbell Sponsorship Director Prince George Ringette Association

sponsorship@pgringette.ca