



BURNABY MINOR HOCKEY ASSOCIATION

SPONSORSHIP & ADVERTISING PROGRAM 2016/17

Since being founded in 1964, Burnaby Minor Hockey Association (BMHA) provides an environment in which Burnaby's youth can learn hockey skills, learn good sportsmanship and develop into young men and women that their parents and the community can be proud of.

Information about our long-serving association includes:

- BMHA is home to over 800 youth and 50 hockey teams
- Our home arenas include Bill Copeland Sports Centre, Burnaby Lake, and Kensington Arena
- BMHA teams regularly play against teams across the Lower Mainland
- BMHA teams also regularly participate in tournaments throughout the Lower Mainland, Vancouver Island, Interior and Washington State

While our Association is fortunate to have the dedication of parents and volunteers, we are looking for the support of business sponsors to maintain the quality of our programs and ensure the game is accessible to the ever growing number of children who want to play hockey.

Burnaby Minor Hockey Association has introduced some new sponsorship and advertising opportunities designed to increase your business and exposure to your customers while supporting our Association.

If you have any questions about sponsorship, please contact Rebecca Chau, Marketing & Communications BMHA, at communications@burnabymh.com or 778-885-0500. Rebecca is available to meet with you to explore options that best suit your business needs and budget.

*BMHA is committed to providing a positive team experience
to our players and their families – we invite you to be part of our team!
Thank you for your support!*

BMHA SPONSORSHIP PACKAGES 2015/16

Diamond - \$4500

- Rinkboard at Bill Copeland Arena
- Full page ad in tournament programs
- Premier home page ad placement on website
- Logo & link on BMHA website
- Logo on BMHA bulletin boards in arenas
- Featured in BMHA social media (i.e. Facebook)
- "Thank you" recognition plaque
- Receipt

Platinum - \$2000

- Rinkboard at Bill Copeland Arena
- 1/2 page ad in tournament programs
- Premier home page ad placement on website
- Logo & link on BMHA website
- Logo on BMHA bulletin boards in arenas
- Featured in BMHA social media (i.e. Facebook)
- "Thank you" recognition plaque
- Receipt

Gold - \$1200

- 1/4 page ad in tournament programs
- Rotating banner ad on website
- Logo & link on BMHA website
- Logo on BMHA bulletin boards in arenas
- Featured in BMHA social media (i.e. Facebook)
- "Thank you" recognition plaque
- Receipt

Silver - \$1000

- Business card ad in tournament programs
- Logo & link on BMHA website
- Company listing on BMHA bulletin boards in arenas
- Mention in BMHA social media (i.e. Facebook)
- "Thank you" recognition plaque
- Receipt

Bronze - \$500

- Company listing in tournament programs
- Link on BMHA website
- Company listing on BMHA bulletin boards in arenas
- Mention in BMHA social media (i.e. Facebook)
- "Thank you" recognition plaque
- Receipt

BMHA TEAM SPONSORSHIP

House Team - \$1000

- Banner behind players bench for every game
- Company listing & link on BMHA website
- Company listing in tournament programs
- "Thank you" recognition plaque
- Receipt
- 50% of sponsorship goes directly to team

Rep Team - \$1500

- Patches provided by sponsor sewn on 3rd jersey
- Banner behind players bench for every game
- Company listing & link on BMHA website
- Company listing in tournament programs
- "Thank you" recognition plaque
- Receipt
- 50% of sponsorship goes directly to team

ARENA SIGNAGE/ RINKBOARD ADVERTISING

The state-of-the-art Bill Copeland Sports Centre is home to Burnaby's largest indoor sports arena and draws over 100,000 patrons through its doors each year. With an NHL regulation size rink and 2,000-seat spectator capacity, it is the home arena for many of Burnaby Minor's hockey teams. As well, Copeland hosts the SFU Men's Hockey team, other amateur sports organizations, and parks & recreation programs all year round.

Rinkboard advertising can provide your company a great opportunity to increase your business and exposure! In addition to the over 100,000 visitors to the arena each year, your ad will also be seen in the countless Burnaby Minor photos and videos. The cost per impression is just pennies per view!

Annual Pricing (excluding production costs)

- \$1500 8-foot rinkboard
- \$1200 6-foot rinkboard
- \$800 4-foot rinkboard

Multi-year Pricing

- If committing to a three-year agreement, receive a 20% discount on the rinkboard
- If committing to a five-year agreement, receive a 25% discount on the rinkboard



BURNABY MINOR HOCKEY ASSOCIATION SPONSORSHIP/ ADVERTISING FORM 2015/ 16

Name of Business: _____

Contact Person: _____

Email: _____

Phone Number: _____

Address: _____

City: _____ Postal Code: _____

Signature: _____ Date: _____

SPONSORSHIP/ ADVERTISING PACKAGE

- Diamond Package \$4500
- Platinum Package \$2000
- Gold Package \$1200
- Silver Package \$1000
- Bronze Package \$500
- House Team Sponsor \$1000 Team Preference or Level _____
- Rep Team Sponsor \$1500 Team Preference or Level _____

- Rinkboard Advertising
 - \$1500 8-foot rinkboard
 - \$1200 6-foot rinkboard
 - \$800 4-foot rinkboard
 - 20% discount for 3-year commitment
 - 25% discount for 5-year commitment

- Additional opportunities of interest

Please mail cheques payable to "Burnaby Minor Hockey Association" to:

Rebecca Chau
Burnaby Minor Hockey Association
P.O. Box 44106
Burnaby, BC V5B 1S2

Thank for very much for your support of Burnaby Minor Hockey Association!