

CONFEDERATION HOCKEY CLUB

Jersey Sponsorship Program

Why Sponsor Confed Hockey?

On behalf of the Confederation Hockey Club ("Confed") Board of Directors we are soliciting sponsorships to purchase new home and away jerseys.

Our goal is to raise \$90,000 to equip approximately 35 teams, (U9, U11, and U13 age categories) with new jerseys for the 2023/24 season. Confed commits to a five-year term to display the sponsor's advertising on the new jerseys, which coincides with the typical five-year life of a hockey jersey.

For over 39 years, Confed has been providing quality minor hockey programs for youth aged 4-13. Confed is a non-profit organization guided by committed coaches, parents, and volunteers, which serves over 45 neighborhoods in southwest Edmonton and is proud to have over 700 players amongst its members. We aim to make youth hockey accessible for boys and girls by offering multiple programs with different time and cost commitments, and work closely with families that may have financial constraints.

Through participation in sports, youth improve their physical literacy and self-esteem. They also learn important life lessons such as persistence, accountability, teamwork, sportsmanship, and resilience – all important traits that help our youth grow into successful adults.

It is with the financial support of organizations such as yours, that we can continue to deliver fun and meaningful programs that invest in our youth.

Sponsorship is a great opportunity to partner with Confed to support youth sports and market your organization. We believe Confed is a positive brand association for sponsors and has significant reach across the greater Edmonton area. Your organization's sponsorship will be displayed by our teams as they play in both Edmonton and in neighbouring communities including Spruce Grove, Stony Plain, Sturgeon County, St. Albert, Fort Saskatchewan, Sherwood Park, Strathcona County, Beaumont, and Devon.

Each team plays anywhere from 20-40 games per season, providing your organization significant exposure for five full years. Confed may also include your organization's support in other communications to the Confed community throughout the five-year sponsorship term.

Sample Jersey Layout and Logo Locations



Pricing:

Primary Sponsor Option	Secondary Sponsor Option	1/2 Sponsor Option (Home OR Away)
Primary jersey sponsor for Confed Hockey (for age groups selected)	Secondary jersey sponsor for Confed Hockey (for age groups selected)	Either Primary or Secondary Sponsor option Home or Away jerseys only, at reduced cost
Front-right chest logo location	Back-bottom logo location	Other jersey type will be sponsored by others
All Confed Hockey Jerseys, Home and Away for chosen age categories.	All Confed Hockey Jerseys, Home and Away for chosen age categories.	Either Home OR Away jerseys only, for chosen age categories.
Approximately 500 jerseys per age category (250 Home / 250 Away)	Approximately 500 jerseys per age category (150 Home / 250 Away)	Approximately 250 jerseys per age category
Logo remains on the jerseys for the life of the jersey (approximately 5 to 7 years)	Logo remains on the jerseys for the life of the jersey (approximately 5 to 7 years)	Logo remains on the jerseys for the life of the jersey (approximately 5 to 7 years)
Expected Exposure: 110,000 to 140,000 views	Expected Exposure: 110,000 to 140,000 views	Expected Exposure: 55,000 to 70,000 views

For inquiries, please contact: Mo Akbar, Equipment Director - equipment@confedhockey.org

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PRIMARY JERSEY SPONSORSHIP PRICING

Contract Term	5 Years		Payment Term	4 Years	
Logo Location	Category	No. of teams	Price	Year 1	Year 2+/yr
Front	U9	11	\$17,500	\$5,200	\$4,100
Front	U11	14	\$17,500	\$5,200	\$4,100
Front	U13	12	\$17,500	\$5,200	\$4,100
Sponsor all categories!		37	\$52,500	\$15,600	\$12,300

SECONDARY JERSEY SPONSORSHIP PRICING

Contract Term	5 Years		Payment Term	4 Years	
Logo Location	Category	No. of teams	Price	Year 1	Year 2+/yr
Back	U9	11	\$12,500	\$4,700	\$2,600
Back	U11	14	\$12,500	\$4,700	\$2,600
Back	U13	12	\$12,500	\$4,700	\$2,600
Sponsor all categories!		37	\$37,500	\$14,100	\$7,800

PRIMARY JERSEY 1/2 SPONSORSHIP PRICING

Contract Term	5 Years		Payment Term	4 Years	
Logo Location	Category	No. of teams	Price	Year 1	Year 2+/yr
Front	U9	11	\$9,500	\$3,200	\$2,100
Front	U11	14	\$9,500	\$3,200	\$2,100
Front	U13	12	\$9,500	\$3,200	\$2,100
Sponsor all categories!		37	\$28,500	\$9,600	\$6,300

SECONDARY JERSEY 1/2 SPONSORSHIP PRICING

Contract Term	5 Years		Payment Term	4 Years	
Logo Location	Category	No. of teams	Price	Year 1	Year 2+/yr
Back	U9	11	\$7,500	\$2,700	\$1,600
Back	U11	14	\$7,500	\$2,700	\$1,600
Back	U13	12	\$7,500	\$2,700	\$1,600
Sponsor all categories!		37	\$22,500	\$8,100	\$4,800