



WEST VANCOUVER MINOR HOCKEY ASSOCIATION

2023/24 SPONSORSHIP PROGRAMS

West Vancouver Minor Hockey Association (WVMHA) proudly announces the introduction of a new sponsorship opportunity.

Starting in **August 2023**, we will be offering the opportunity for businesses to purchase advertising space on the boards of the West Vancouver Arena.



We invite you to participate and to help us in our mission to provide a quality hockey program for children in this community.

WVMHA was born as a community-based hockey program in 1967 as a direct result of a project in celebration of Canada's 100th birthday which saw the construction of West Van's community ice arena. Our current mandate is to carry on this community-based legacy and to continually seek better ways to integrate ourselves into the surrounding community. We offer children the opportunity to play and excel at the game of hockey along with school and neighborhood friends while being a part of the greater community – which is ultimately the “team” to which we all belong.

Your sponsorship will help us continue to provide high quality programming and life skills to children in the community while providing great exposure for your business.

You will find further details associated with this opportunity as well as our jersey sponsorship program attached. The children, parents, and staff of WVMHA thank you in advance for your generosity. If you have any questions regarding the initiative, please contact Ryan Leeson or Brian Dowling.

We look forward to your involvement.

Sincerely,

Ryan Leeson
ryanleeson@gmail.com
604-734-0802
Board Member, WVMHA

Brian Dowling
bwdowling@gmail.com
778-939-3428
Board Member, WVMHA

NEW! – ARENA BOARD ADVERTISING

New for the 2023-2024 season, WVMHA will be offering the opportunity for businesses in our community to purchase advertising space on the boards within the arena! This is a great way to get valuable marketing and exposure – not just during minor hockey operations, but also during popular public skating and other programs and events.



\$2,000 ANNUALLY (September to mid-June)

- Each board advertisement consists of a 98" wide x 32" high space on the boards within the rink.
- Board advertisement will be visible throughout the entire 2023-2024 ice arena operational year (September-mid June).
- Local exposure for local businesses!
 - families of 200+ WVMHA players attending approximately 40 scheduled ice times per week through the regular season
 - families of opposing teams visiting the area for games
 - additional exposure to all participants registered in West Vancouver recreation ice programs.
- WVMHA will work with you and the printer to develop ads that meet production specifications.
- Board advertisements will be sold on a first come first serve basis, and the number of spaces is limited, contact us to reserve your board advertisement now!

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ryanleeson@gmail.com
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JERSEY SPONSORSHIP

An additional way to support minor hockey is by purchasing ad space on the back of our Rep Team practice jerseys. Your logo will be featured prominently on the back of our practice jerseys and on our website and social media communications.

JERSEY SPONSORSHIP - \$1,000

- Prominent logo on Rep Team practice jerseys each of the following age divisions:
 - U11
 - U13
 - U15
 - U18
- Logo (with link) on our website.
- Logo on tournament T-shirts and tournament program.
- Social media advertisement on Twitter, Instagram and Facebook.
- Promotion via our mailing list.

Please contact info@wvmha.ca should you be interested in jersey sponsorship. Limited spaces are available.



OUR COMMUNITY

West Vancouver is one of Canada's wealthiest communities with a median household income of \$120,000 – almost twice Metro Vancouver's average of \$63,000.

There are many Vancouver business leaders and decision-makers whose children play minor hockey within our association. Parental involvement, especially at the younger ages where children need assistance at the arena to dress for practices and games, is more significant and prevalent than for most other youth sports, and therefore sponsorship exposure is very high.

However, along with the affluent families within our association, there are also low-income families – which is reflective of the diverse demographics of our catchment area. For this reason, we strive to keep registration fees low and a portion of all sponsorship revenue is allocated to bursaries and scholarships to ensure that every child has an opportunity to play, regardless of financial circumstances.

Our goal is to form well-rounded young people, while delivering a fun, skill-based and safe hockey experience. We believe our program offers many benefits to young people – both physical and social, including health, physical skill development, life skills, self-confidence, and sportsmanship.

Thank you for your consideration and support.

With kind regards,



Tom Oberti, WVMHA President
president@wvmha.ca
(604) 613-2949