



THE COLLINGWOOD BLUES JR A HOCKEY AND SPORTS CLUB

2009 / 2010

**CORPORATE ADVERTISING
PACKAGE**



The Collingwood Blues Jr A Hockey Club

On behalf of the Collingwood Blues Junior A Hockey Club, I'd like to thank you for considering our sponsorship program for the 2009/2010 season.

The Blues operate as part of the largest Junior level hockey league in Canada, the OPJHL, which consists of thirty five teams across Ontario. Teams in the league are largely sponsorship driven and depend on the support of local businesses and individuals to operate.

Young men going through the OPJHL are proud to participate at higher levels of hockey such as in the NCAA, CIS, OHL and the NHL. For more information on the league and player accomplishments, you can visit the website at www.opjhl.ca.

Last year Blues hockey alone drew in excess of 12,000 fans to the Eddie Bush arena and combined with other local groups and activities the Eddie Bush arena is a great facility for your advertising with in excess of 35,000 people a year visiting.

Additionally this program includes season passes, use of our corporate box at home games, website advertising, game program advertising and access to our players for any promotional events your business may run.

In keeping with our mandate of building a winning organization, the Blues are proud to say that 100% of all funds collected through sponsorship and fundraising are put back directly into the teams operations. This season you will see our players and coaching staff participating with local area minor hockey associations and schools building on our vision that our team be a valuable and involved member of our community.

Depending on your businesses budget and advertising needs, the Blues offer several alternate packages that allow you to participate in our teams programming, or I'd be happy to discuss a custom package if you have specific ideas or needs we could help with your business.

Thank you for your consideration. If you have any questions about our organization and what our new management hopes to accomplish on and off the ice with the team feel free to contact me at any time.

Sincerely,

Darrell C. Mussell
Director of Hockey Operations, Collingwood Blues

GOLD Arena Board Package

\$10,000

| | |
|--|-----------------|
| * 100 Game Day Passes or 4 Season Passes | Value \$1000.00 |
| * Blues Leather Jacket | Value \$200.00 |
| * One Property of Blues T-Shirt | Value \$20.00 |
| * 8 Foot Rink Board Premium Location | Value \$5000.00 |
| * One Blues Ball Hat | Value \$20.00 |
| * Signed Collingwood Blues Game Jersey | Value \$500.00 |
| * Property of Blues Hooded Sweater | Value \$65.00 |
| * Back or Middle Full Page Program Ad | Value \$400.00 |

Plus Media Pack includes:

| | |
|---|-------------------------|
| *Mention in High Gloss Blues Program | |
| *Link to Business Website from Blues Website | |
| *Company Name on Sponsor Board in Front Foyer | |
| *Game Night Announcements Available | Value \$ 5000.00 |

****OFFICIAL SPONSOR RECOGNITION****

as a Platinum sponsor all media advertising including newspaper and radio will include your business name in a prominent manner
eg “see your Blues this Friday night, brought to you by Pizza Hut an official sponsor for your Collingwood Blues”

****OFFICIAL SUPPORT OF YOUR CHARITABLE ORGANIZATION****

all charitable fundraising will be equally divided between our Platinum sponsors...additionally players will be made available exclusively to support your company's charitable causes

Total Value of Package Over \$ 12,000.00

SILVER Arena Board Package

\$5000

| | |
|---|-----------------|
| * 50 Game Day Passes or 4 Season Passes | Value \$800.00 |
| * Blues Leather Jacket | Value \$200.00 |
| * One Property of Blues T-Shirt | Value \$20.00 |
| * 2- 8' Rink Boards (Artwork Included) | Value \$4000.00 |
| * One Blues Ball Hat | Value \$20.00 |
| * Blues Jacket | Value \$65.00 |
| * Property of Blues Hooded Sweater | Value \$65.00 |
| * Full Page Program Ad | Value \$400.00 |

Plus Media Pack

Value \$600.00

- * Mention in High Gloss Blues Program
- * Link to Business Website from Blues Website
- * Company Name on Sponsor Board in Front Foyer
- * Game Night Announcements Available

Total Value of Package Over \$ 6500.00

BRONZE Arena Board Package

\$ 3,000

| | |
|---|-----------------|
| * 50 Game Day Passes or 4 Season Passes | Value \$800.00 |
| * One Property of Blues T-Shirt | Value \$20.00 |
| * 1- 8 ft Rink Board (Artwork Included) | Value \$2000.00 |
| * One Blues Ball Hat | Value \$20.00 |
| * Blues Jacket | Value \$65.00 |
| * 1/2 Page Program Ad | Value \$500.00 |

Plus Media Pack

Value \$ 600.00

- * Mention in High Gloss Blues Program
- * Link to Business Website from Blues Website
- * Company Name on Sponsor Board in Front Foyer
- * Game Night Announcements Available

Total Value of Package Over \$ 4000.00

FRIENDS OF THE BLUES PACKAGES

These packages are ideal for individuals or small business owners. All packs include an ad and link from our website, sponsor board in arena lobby, Blues t-shirt, hat and coffee mug plus.....

- 100 game day tickets & 1/2 page program ad \$ 1000.00
- 50 game day tickets & 1/4 page program ad 750.00
- 25 game day tickets & 1/4 page program ad 500.00

- Business size program ad \$ 150.00
- 1/4 page program ad 350.00
- 1/2 page program ad 500.00
- Full page program ad 750.00

PREMIUM LOCATION OFFERS

These areas offer significantly higher visibility from the viewing areas

10ft circular In Ice logo in neutral zone \$ 1500
5ft x 25ft In Ice logo inside blue line \$ 2500
(commitment per year till 2011)

Home or Visitor Player Bench 4ft x 20ft \$ 1500

East end glass 4ft x 5 ft \$ 500 per / \$ 2500 all seven

Special events packages

Full Season Mini Game Sponsor \$ 3,000

*Supply all minor hockey mini game players with a Blues mini stick
Sponsor name announcement before and after mini game
Game day program ad
Exclusivity to all minor hockey season mini games
Access to Blues players for special events
Co Advertise on the mini sticks with the Blues*

Full Season Power Play & Penalty Kill Sponsor

Your company voice over loud speaker at beginning of each Blues Power Play!!!

"Another East Side Mario's Powerplay, located on First Street In Collingwood.....2 for 1 wings before and after every Blues game!"

Season Exclusivity.....\$ 1500.00

5 Game Package.... \$ 500.00

Per Game.....\$ 125.00

**this program may be cancelled with refund based on space availability*

Home / Away Jersey Sponsor

Your business name prominently displayed on EVERY game day jersey.

Home Jersey Exclusivity.....\$ 5000.00

Away Jersey Exclusivity.....\$ 2500.00

SINGLE GAME SPONSOR NIGHT

Promote and advertise your business by having exclusive access to a game night. Give aways, product demonstrations, marketing material handouts are just some of the ways you can promote your business to a portion of the 20,000 fans that come out to see Blues hockey.

- 10 game tickets / website recognition / game day program listing / game night announcements

\$ 750.00

Ticket Pricing 2009 / 2010 Season

Season Tickets

Includes 28 regular season home games

| | |
|------------------------------------|--------|
| Adult | \$ 175 |
| Senior / Youth (10-13) | \$ 150 |
| Children under 10 | free |
| Family Pass (2 adults, 2 youth) | \$ 350 |

Game Day Tickets

| | |
|-------------------|-------|
| Adults | \$ 10 |
| Senior / Youth | \$ 8 |
| Children under 10 | free |

Pass Packs

| | Adult | Senior / Youth |
|--------------------|-------|----------------|
| 5 game day passes | \$ 45 | 35 |
| 15 game day passes | 120 | 100 |

Corporate Sponsor Information

Date _____

Company Name _____

Contact Name _____

Address _____

City / Postal _____

Phone / Fax _____

Email _____

Website _____

Sponsor Package _____

Payment Plan _____

Other _____

Signature _____

Blues Rep _____

Print _____

PLEASE MAKE ALL CHQS PAYABLE TO:
THE COLLINGWOOD BLUES HOCKEY & SPORTS CLUB
& REFERENCE CORPORATE SPONSOR PROGRAM IN THE MEMO SECTION FOR A RECEIPT TO BE ISSUED

Contact us at 441-2187 for pick up or mail to 7485 Nottawa SR E, RR2, Collingwood ON, L9Y 3Z1 attn D.Mussell