

# BURNABY MINOR HOCKEY ASSOCIATION

## SPONSORSHIP & ADVERTISING PROGRAM 2021/22

### Who is Burnaby Minor Hockey Association?

Since being founded in 1964, Burnaby Minor Hockey Association (BMHA) is one of the largest minor hockey associations in the province. We provide 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.

### Why Sponsor BMHA?

One of the best ways to reach people in your community is to get involved with your support and participation of community organizations and events.

- BMHA is home to over 800 youth and 50 hockey teams
- Our home arenas of Bill Copeland Sports Centre, Burnaby Lake, Kensington Arena, and Canlan Scotiabank has well over 200,000 people coming through their doors
- And while Burnaby based, BMHA teams regularly play against teams across the Lower Mainland and regularly participate in tournaments throughout the Lower Mainland, Vancouver Island, Interior and Washington State

### How Does Your Sponsorship Help?

While our Association is fortunate to have the dedication of parents and volunteers, we are looking for the support of the business community 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. BMHA's Sponsorship Partners have always played a key role in the development of our minor hockey program and we are very thankful to all the partners we have.

If you have any questions about sponsorship, please contact Rebecca Chau, Marketing & Communications BMHA, at [communications@burnabymminor.com](mailto:communications@burnabymminor.com). 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!*



### **Diamond Sponsor of Burnaby Minor Hockey Association - \$5,000**

- 8ft. Rinkboard\* at Bill Copeland Arena
- Premier home page ad placement on website, and logo & link to company website on "Sponsors & Offers" page
- Featured in BMHA social media
- Monthly feature articles, ads & logo in member newsletter
- Full page ad in tournament programs
- Logo on BMHA bulletin boards in arenas
- "Thank you" recognition plaque

### **Gold Sponsor of Burnaby Minor Hockey Association - \$2,000**

- 8ft. Rinkboard\* at Bill Copeland Arena
- Premier home page ad placement on website, and logo & link to company website on "Sponsors & Offers" page
- Featured in BMHA social media
- Up to 4 feature articles, ads & logo in member newsletter
- ½ page ad in tournament programs
- Logo on BMHA bulletin boards in arenas
- "Thank you" recognition plaque

### **Silver Sponsor of Burnaby Minor Hockey Association - \$1,000**

- Logo & link to company website on "Sponsors & Offers" page
- Featured in BMHA social media
- Up to 2 feature articles, ads & logo in member newsletter
- ¼ page ad in tournament programs
- Logo on BMHA bulletin boards in arenas
- "Thank you" recognition plaque

### **Bronze Sponsor of Burnaby Minor Hockey Association - \$500**

- Logo & link to company website on "Sponsors & Offers" page
- Mention in BMHA social media
- Welcome article, ad & logo in member newsletter
- Business card size ad in tournament programs
- Logo on BMHA bulletin boards in arenas
- "Thank you" recognition plaque

### **BMHA Team Sponsor - \$1,500 (50% of sponsorship goes directly to the team)**

- Helmet stickers for players on the team
- Logo & link to company website on "Sponsors & Offers" page
- Mention in BMHA social media
- "Thank you" recognition plaque

## 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\*

- 8-ft. rinkboard - \$1,500, or can be added to any sponsorship package for \$1,000
- 6ft. rinkboard - \$1,200, or can be added to any sponsorship package for \$800
- 4ft. rinkboard - \$800, or can be added to any sponsorship package for \$500

\*Sponsors are responsible for the artwork, production of and costs for rinkboards.

# Be Part of Our BMHA Team





**BURNABY MINOR HOCKEY ASSOCIATION  
SPONSORSHIP/ ADVERTISING AGREEMENT 2021/22**

Name of Business: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Address & Postal Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**SPONSORSHIP PACKAGE**

- Diamond Sponsor \$5,000       Gold Sponsor \$2,000       Silver Sponsor \$1,000       Bronze Sponsor \$500

Team Sponsor \$1,500    Team Preference or Level \_\_\_\_\_

**RINKBOARD ADVERTISING**

- 8ft. Rinkboard     \$1,500 rinkboard only, or     \$1,000 added to sponsorship package  
6ft. Rinkboard     \$1,200 rinkboard only, or     \$800 added to sponsorship package  
4ft. Rinkboard     \$800 rinkboard only, or     \$500 added to sponsorship package

Additional opportunities of interest

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**MULTI-YEAR COMMITMENT DISCOUNT**

- 10% discount for 2-year commitment  
 15% discount for 3-year commitment  
 20% discount for 4-year commitment

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

Attn. 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!*