



Rep Travel Teams Sponsorship Directive

Last Update: Sept 2025

Approved by Vote: Executive Board

Purpose:

The Fort McMurray Minor Hockey Association (FMMHA) establishes these sponsorship guidelines to provide consistent minimum standards and opportunities for team sponsorships. Managers must use these guidelines as the baseline for discussions with potential sponsors. Contributions above the minimums are encouraged, provided they comply with the FMMHA Sponsorship Directive and do not conflict with existing program agreements.

1. Naming Sponsor – Minimum \$5,000 (1 Available)

- Exclusive naming rights for the team (e.g., U15 “*Your Company Name*” Huskies).
- Large corporate logo on the team banner.
- Facebook page renamed with sponsor name.
- Logo placement on team sponsorship banner.

Recognition Includes:

- Consistent community and seasonal exposure.
 - Social media mentions.
 - Special thank-you announcements at all home games.
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2. Practice Jersey Sponsorship – Minimum \$2,000 (1 Available)

- Company logo displayed on team practice jerseys, worn at every practice.
- Logo placement on team sponsorship banner.

Recognition Includes:

- Social media mentions.
 - Special thank-you announcements at all home games.
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3. Pant Shells Sponsorship – Minimum \$2,500 (1 Available)

- Company logo featured on player pant shells, visible at all home and away games.
- Logo placement on team sponsorship banner.

Refer to the Branding Directive for full details and specifications

Recognition Includes:

- Social media mentions.
 - Special thank-you announcements at all home games.
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4. Helmet Sponsorship – Minimum \$2,500 (1 Available)

- Company logo placed on player helmets, highly visible at all games.
- Logo placement on team sponsorship banner.

Recognition Includes:

- Social media mentions.
 - Special thank-you announcements at all home games.
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5. Jersey Sponsorship

- **Minimum \$1,000** for both jerseys (home and away).
- **Option:** Sponsorship can be split — *Home Jersey (\$500 minimum)* and *Away Jersey (\$500 minimum)*.
- Company logo displayed on back of player jerseys, visible at all games throughout the season.
- Logo placement on team sponsorship banner.

Please refer to the FMMHA Branding Directive for a comprehensive outline of requirements and guidelines.

Recognition Includes:

- Social media mentions.
 - Special thank-you announcements at all home games.
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6. Corporate Banner Sponsorship

- **Small Logo – Minimum \$500**
- **Large Logo – Minimum \$1,000**
- Company logo displayed on the team banner at all games.

Recognition Includes:

- Social media mentions.
 - Special thank-you announcements at all home games (*large logo option only*).
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7. Team Apparel Sponsorship – Minimum \$5,000 (1 Available)

- Company logo prominently displayed on player team apparel, worn during all team travel.
- Logo placement on team sponsorship banner.

Recognition Includes:

- Social media mentions.
 - Special thank-you announcements at all home games.
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8. Bag Sponsorship – Minimum \$2,500 (1 Available)

- Company logo displayed on team and coaches' bags, visible at rinks, hotels, and community events.
- Logo placement on team sponsorship banner.

Recognition Includes:

- Social media mentions.
 - Special thank-you announcements at all home games.
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Manager Notes and instructions

- Teams must prepare and submit their sponsorship letter to their Division Director for approval before approaching potential sponsors. If a proposed sponsorship request falls outside the established guidelines, the Division Director will consult with the VP Communications to ensure alignment. No sponsorship letters may be distributed until written approval is received from the Division Director.
- Confirm sponsor commitments in writing before any public announcements or printing of logos.
- Ensure correct logo files (high-resolution, vector format preferred) are obtained.
- Provide timely recognition to sponsors throughout the season.
- Pantshells, and Bag Sponsors must be removable (These items are parent purchased and need to be able to be used for following seasons)
- Provide a **year-end thank-you recognition gift** to all sponsors.