

Other Sponsor Benefits

Besides the specific promotional benefits sponsors receive from the individual opportunities outlined previously, **All Sponsors Receive** the following:

- Listed on the sponsor page of web site - with location and contact info
- Recognized as a Sponsor on "permanent" banner at the stadium
- Listed in all game programs.
- Recognized in at least 2 e-blasts throughout the season
- Identified as a sponsor at least ONCE during each home game.
- Recognized as Caribous Sponsor at all special events.
- Guaranteed access to playoff tickets
- Access to branding and public relations opportunities during special events
- Permission to use Caribous logo in promotional materials - must be pre-approved by the Caribous
- Receive "Official Clarenville Caribous Sponsor" card to display in store/business

Important Points

- Only Caribou Sponsors will be able to promote their products or services in any way, shape or form during Caribou Games.
- Only the "Gold", "Silver", "Intermission Sponsors" and "Program/Game Day" sponsors will be mentioned repeatedly during home games.
- We can only guarantee that every sponsor is mentioned at least once during each game (warm up, game, intermission)
- Sponsors must pay in full at time of booking sponsorship, or provide 50% down and 50% in a post-dated cheque, dated within 30 days.
- All sponsors are invited to contribute promotional materials or giveaways
- The Caribous organization will work with our sponsors in any reasonable manner to ensure we provide additional promotional and revenue support to our sponsors.
- Where possible, team and player purchases are made with our sponsors.

Prizes & Giveaways

From time to time, throughout the season, we often turn to the business community for prizes for game-day draws and other fund-raisers. However, since we do not want to hassle sponsors repeatedly, when you secure your sponsorship, please let us know if you would be interested in providing additional prizes for various promos.

For additional information or to become a Caribous Sponsor, please contact Craig Haines at 427-5625 or email craiglock@nfld.net.



2009-10 Sponsor Opportunities

The Team Needs Your Support!

Senior hockey has played a dominant role on the sports scene in Newfoundland for decades. Thanks to the generous support of our region's business community, we have all witnessed the triumphant return of the Clarenville Caribous.

The level of community pride and support has never been stronger. In order to keep building upon this phenomenal wave of Caribous hockey, the team needs your support.

As you can appreciate, significant resources are required to operate a team in the fast-paced, high-flying, hard-hitting West Coast Senior Hockey League. Only a portion of the required revenues come from ticket sales. Therefore, significant revenues have to be generated through fund-raising and sponsorship.

For 2009-10, we are taking a much more prudent, organized and holistic approach to revenue generation. We have several major fundraisers underway, and have just completed a HUGELY successful season ticket drive. Now we are turning to the business community to once again show their support.

Instead of "knocking on the same doors" looking for sponsorship support several times throughout the year, we are outlining the potential sponsorship opportunities up front, and inviting businesses like yours to invest in the sponsorship opportunity that makes sense for you.

The management committee is committed to providing exceptional value for your sponsorship dollar - ensuring a win-win situation for both the team and our sponsors. Through your investment you can be assured that you will receive significant exposure and return - while supporting the Clarenville Caribous.

www.clarenvillecaribous.com

2009-10 Sponsor Opportunities

The following tables outline the main sponsorship opportunities available, and summarize the direct tangible benefits that sponsors will realize for the upcoming season. If you have any additional suggestions, please let us know! We want to ensure you receive tremendous value for your sponsorship dollars!

Silver Sponsor - \$5000 +

The Caribous offer a limited number of HIGH PROFILE silver sponsor opportunities to interested businesses. We work closely with these to ensure they receive outstanding promotional support throughout the season. Some of the specific benefits of this level are:

- Logo displayed on all pages of the web site
- Detailed Business description on a sub page of the web site
- Logo along the footer of all e-blasts - at least 1 per week
- Logo on ALL jerseys
- Recognized as Silver Sponsor on "permanent" banner prominently displayed at stadium
- Logo on ALL game programs.
- Logo on all game posters.
- Listing as Silver Sponsor on all media releases.
- At least 4 custom announcements by the public address announcer at each home game.
- Opportunity to work with Caribous on your own promotions
- Recognized as Silver Sponsor at all special events
- Opportunity to create additional awareness and promotional opportunities at games
- Access to branding and public relations opportunities during special events
- Permission to use Caribous logo in promotional materials - must be pre-approved by the Caribous
- Receive large, "Silver Sponsor" sign for display in your store/business.

Game Day Intermission Sponsor - \$2500

For the 2000-10 season, the Caribous will provide an exclusive promotional opportunity during the intermissions at each home game.

- Exclusive on-ice promotion/contest during an intermission for ALL home games
- The Sponsor will also have up to two 15 second (approx) custom messages read three times each throughout the game!
- Opportunity for signage on the ice during the promotion
- The contest will be highlighted in each game day program
- Photos and description of the weekly winners of the contest can be posted on the website
- Sponsor will be responsible for contest development, prizes and creation of messages - to be approved in advance by the Caribous. The Caribous will work with the sponsor to develop the promo.
- Two Sponsor Opportunities available. First come. First Served.
- See back for all other benefits!

Jersey Sponsor - \$600

- Sponsor Name Bar on the bottom back of a selected jersey - home and away jerseys
- Existing jersey sponsors have first right to renew
- Remaining jersey spots are first come first serve
- We cannot guarantee that individual players will not tuck in their jerseys!
- See back for all other benefits!

Children's Program Sponsor - \$600

The Caribous will produce a number of General Admission passes to be distributed to less fortunate children in our communities.

- Each sponsor will have logo and contact info on the back of the laminated pass.
- Recognized on a separate "Children's Program Sponsors" banner installed at Stadium
- Recognized on a separate section of the website
- See back for all other benefits!

Website Ad/Sponsor - \$600

The Clarenville Caribous website generates one of the highest levels of visitation of ALL sites in the region. It is without a doubt the most visited, and respected, team site in all of Newfoundland, attracting regular visitation from across the province - and beyond! There is perhaps no greater web advertising value available in the area.

- Each sponsor will have an ad placed on the website. The ad is placed in a randomly generated program to ensure fair exposure to all advertisers
- Space on web page for detailed description of business.
- Limited number of spaces available. First come, first served.
- For detailed stats, please contact Kim Baker
- See back for all other benefits!

Program & Game Day Sponsor - \$600

Each home series, the Caribous print approximately 1000 programs that are distributed to fans upon entering the stadium.

- On the front cover of each program we will have space for TWO sponsors - logo and brief message (approx 2" w x 2.5" h).
- This will provide the partnering sponsor the opportunity to also have up to two 20 second (approx) custom messages read three times each throughout the game!
- Each Program Sponsor will be on TWO regular season programs throughout the season OR one playoff series (only the semis are guaranteed of course).
- This will also allow promotional opportunities and giveaways during the games being sponsored.
- Total of 7 Sponsor openings available. First come. First served.
- See back for all other benefits!



Clarenville Caribous Sponsorship Form

Yes, I want to become a Sponsor of the Clarenville Caribous!

Business Name _____

Contact Name _____

Mailing Address _____

Street Address (if different) _____

Town: _____ Prov: _____ Pos Code: _____

Tel: _____ Cell: _____ Fax: _____

Email: _____ Web: _____

- Silver \$5000 Intermission \$2500 Website \$600
- Jersey \$600 each Children's Program \$600 Game Program \$600

Comments or Requests _____

Total Sponsor Commitment = _____

Payment Method: Cash Cheque Invoice Us

Sponsor Signature _____ Date: _____

To discuss particular requests or for clarification, please call Craig Haines at 466-0000.
Please complete and fax back to Craig at 466-5535, or call to arrange pick-up



Clarenville Caribous Sponsorship Form

Yes, I want to become a Sponsor of the Clarenville Caribous!

Business Name _____

Contact Name _____

Mailing Address _____

Street Address (if different) _____

Town: _____ Prov: _____ Pos Code: _____

Tel: _____ Cell: _____ Fax: _____

Email: _____ Web: _____

- Silver \$5000 Intermission \$2500 Website \$600
- Jersey \$600 each Children's Program \$600 Game Program \$600

Comments or Requests _____

Total Sponsor Commitment = _____

Payment Method: Cash Cheque Invoice Us

Sponsor Signature _____ Date: _____

To discuss particular requests or for clarification, please call Craig Haines at 427-5625.
Please complete and fax back to Craig at 466-5535, or call to arrange pick-up