



SPONSORSHIP PACKAGE

2013-2014

TEAM PROFILE

The St. John's Privateers Major Midget Hockey Club, formerly known as the St. John's Fog Devils and the St. John's AAA Maple Leafs, have been a perennial top performing team in Major Midget AAA competition in Canada. The new Privateers nickname celebrates our rich Newfoundland maritime heritage and our quest for gold on shores near and far.

Formed in 1987, the Team features many of the top midget aged (15-17 year olds) prospects from the St. John's Metropolitan area in Newfoundland and Labrador. Many players from the program have continued on to play at the Major Junior and Junior A and B levels. Some star graduates, such as Colin Greening, Luke Adam, Ryane Clowe, Teddy Purcell, and Harold Druken have gone on to play in the National Hockey League.

The Team has been a major success on the ice. Since 2000, our franchise has claimed 10 consecutive Provincial titles, 5 Atlantic titles and Bronze Medals at the TELUS Cup (Air Canada Cup) Nationals in 2003 and 2010. The team hosted the 2011 TELUS Cup at Mile One Centre in St. John's, resulting in a 5th place finish, narrowly missing another medal round berth.

Each year we are a contender in the playoff rounds highly scouted tournaments across Eastern Canada. This past season we were the only team from Newfoundland and Labrador to advance to the playoff rounds at both the Monctonian and East Coast Ice Jam Tournaments

For the upcoming 2013-2014 Season, the Team has expanded its travel schedule and will be exposing players and sponsors alike at a level never before seen in this province. Some of the highlights of our schedule are:

- **September 20-22, 2013:** NLMMHL Kickoff Tournament (Goulds, NL)
- **November 14-17, 2013:** Monctonian AAA Challenge (Moncton, NB)
- **December 6-8, 2013:** NLMMHL Mid-Season Tournament (Corner Brook, NL)
- **January 7-12, 2014:** East Coast Ice Jam (Halifax, NS)
- **February 7-9, 2014:** NLMMHL Year End Tournament (Lewisporte, NL)
- **April 3-6, 2014:** Atlantic Major Midget Championships (Pictou, NS)
- **April 21-27, 2014:** TELUS Cup National Championship – (Moose Jaw, Sask)



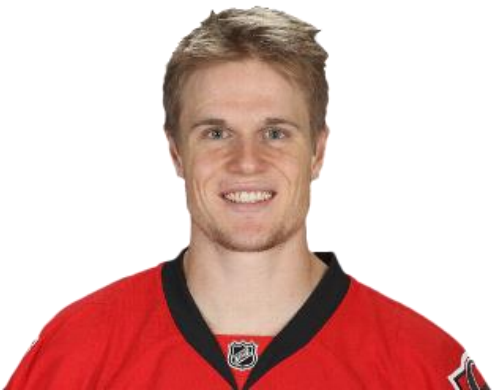
NOTABLE ALUMNI



**Ryane Clowe – New York Rangers
1999-2000**



**Teddy Purcell – Tampa Bay Lightning
2002-2003**



**Colin Greening – Ottawa Senators
2002-2003**



**Luke Adam – Buffalo Sabres
2005-2006**



**Harold Druken – Former NHLer
1994-1996**



**Clark Bishop – Team Canada U18
2011-2012**



OFFICIAL PLATINUM SPONSOR

Designation:

- Team Naming Rights: Team will be known as the “St. John’s (Sponsor Name) Privateers”

Industry Exclusivity

- No other company from your industry will be affiliated with the Privateers

Promotional Rights

- Right to use the Privateers logo in advertising and promotion.
- Right to use the names and likenesses of players and staff in advertising and promotion.

Brand Awareness

Recognized as a Platinum Sponsor with logo recognition on:

- Team jerseys (front and back)
- Dressing room outside door
- Team equipment bags, jackets, apparel
- Active link on Privateers website & Facebook page
- Print advertisements & sports reports in The Telegram
- Two Banners displayed in home arena (team provided)

Message Communication

- Two full-page color advertisements in the Privateers Yearbook
- Minimum six (6) 30 second messages during home games on public address system.

Hospitality and Networking

- Twenty Five (25) VIP season tickets to all home games
- Company hockey game with Privateers & Employee’s children skate with the Privateers
- Access to sponsor only events

Promotional Opportunities

- Right to conduct special on-site promotions at home games.

Recognition

- Platinum Sponsor recognition at all games and events
- Name recognition as the Team plays throughout the province and the country annually

Negotiations

- Right to tailor benefits package to sponsor objectives.
- Right of first refusal to remain a Platinum Sponsor at the end of the contract.

Sponsorship Investment: \$15,000 in year one. \$10,000 in subsequent years



OFFICIAL GOLD SPONSOR

Designation:

- Designation as an *Official Gold Sponsor* of the St. John's Privateers Major Midget Hockey Club.

Industry Exclusivity

- No other company from your industry will be affiliated with the Privateers

Promotional Rights

- Right to use the Privateers logo in advertising and promotion.
- Right to use the names and likenesses of players and staff in advertising and promotion.

Brand Awareness

Recognized as a Gold Sponsor with logo recognition on:

- Team jerseys (shoulder patch)
- Team equipment bags
- Team t-shirts
- Active link on Privateers website / Facebook
- Print advertisements in The Telegram
- Banner displayed in home arena (team provided)

Message Communication

- One full-page advertisement in the Privateers Yearbook
- Minimum four (4) 30 second messages during home games on public address system.

Hospitality and Networking

- Ten (10) VIP season tickets to all home games
- Access to sponsor only events (skate with the team, meet and greets, etc)

Promotional Opportunities

- On-site promotional roaming rights.

Recognition

- Gold Sponsor recognition at all games and events

Negotiations

- Right to tailor benefits package to sponsor objectives.
- Right of first refusal to remain a Gold Sponsor in the 2013-2014 Season

Sponsorship Investment: \$5,000 cash or In Kind



OFFICIAL SILVER SPONSOR

Designation:

- Designation as an *Official Silver Sponsor* of the St. John's Privateers Major Midget Hockey Club.

Promotional Rights

- Right to use the Privateers logo in advertising and promotion.

Brand Awareness

Recognized as a Silver Sponsor with logo recognition on:

- Team t-shirts
- Privateers Yearbook
- Active link on Privateers website
- Active link on Privateers Facebook page
- Print advertisements in The Telegram
- Banner displayed in home arena (team provided)

Message Communication

- One full-page advertisement in the Privateers Yearbook
- Minimum four (4) 30 second messages during home games on public address system.

Hospitality and Networking

- Ten (10) VIP season tickets to all home games
- Access to sponsor only events (skate with the team, meet and greets, etc)

Promotional Opportunities

- Right to conduct special on-site promotions at home games.
- On-site promotional roaming rights.

Recognition

- Silver Sponsor recognition at all games and events

Negotiations

- Right to tailor benefits package to sponsor objectives.
- Right of first refusal to remain a Silver Sponsor in the 2013-2014 Season

Sponsorship Investment: \$2,500 cash or In Kind



OFFICIAL BRONZE SPONSOR

Designation:

- Designation as an *Official Bronze Sponsor* of the St. John's Privateers Major Midget Hockey Club.

Promotional Rights

- Right to use the Privateers logo in advertising and promotion.

Brand Awareness

Recognized as a Bronze Sponsor with logo recognition on:

- Team t-shirts
- Privateers Yearbook
- Active link on Privateers website
- Active link on Privateers Facebook page
- Print advertisements in The Telegram
- Banner displayed in home arena (team provided)

Message Communication

- One half page advertisement in the Privateers Yearbook
- Minimum two (2) 30 second messages during home games on public address system.

Hospitality and Networking

- Five (5) VIP season tickets to all home games
- Access to sponsor only events (skate with the team, meet and greets, etc)

Promotional Opportunities

- Right to conduct special on-site promotions at home games.
- On-site promotional roaming rights.

Recognition

- Bronze Sponsor recognition at all games and events

Negotiations

- Right to tailor benefits package to sponsor objectives.
- Right of first refusal to remain a Bronze Sponsor in the 2013-2014 Season

Sponsorship Investment: \$1,000 Cash or In Kind

How To Become A Sponsor

To take advantage of one of the Sponsorship Opportunities outlined within this package, please contact:

Kris Abbott

Director of Marketing

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