



**SPONSORSHIP
DECK**

BARRIE



barriejrsharks.ca



[@barriejrsharks](https://www.instagram.com/barriejrsharks)

[@barriejrsharksfb](https://www.facebook.com/barriejrsharksfb)



BARRIE JR. SHARKS © 2024

SPONSORSHIP

DECK 2024 - 2025

COMMUNITY COMMITMENT:



Joining Hands for a Greater Cause

At the Barrie Jr Sharks, our dedication to making a positive impact goes beyond the hockey rink. We are proud to stand by our community, supporting local organizations and charities that strive to make a difference in the lives of families, women and children.

Together, we can create a stronger, more inclusive world.



TABLE OF CONTENTS



05 WHY SUPPORT EQUALITY AND WOMEN IN HOCKEY?



SPONSORSHIP LEVELS AND PACKAGES

Making a lasting impact by investing in the empowerment of young women through hockey. Together, we can inspire and shape the future of the sport while showcasing your commitment to equality and social responsibility.



08

ALIGNMENT & SPONSOR BENEFITS

Why Aligning & Partnering with our organization offers several benefits. By aligning your brand with ours, you showcase your commitment to gender equality, inspire the next generation, and gain valuable exposure to a passionate and growing fanbase.

EMPOWERING TOMORROW'S LEADERS

02 BWAH PRESIDENT NOTE

Words from the President, dedicated to providing quality hockey opportunities and comprehensive development programs for young female athletes.

03 EXECUTIVE SUMMARY

How we offer a unique sponsorship opportunity to support women's junior hockey and make a lasting impact.

13 INTRODUCTION TO WOMEN'S JUNIOR HOCKEY

How Women's Hockey is a thriving sport that brings together talented athletes from all walks of life & provides a platform

OUR VISION FOR EQUALITY AND EMPOWERMENT

06 OUR TARGET AUDIENCE

Value Add: Enhancing Your Brand Reach and Impact; how supporting women's sports and gender equality initiatives

14 TESTIMONIALS

Testimonials: Prominent Voices on Supporting Women and Girls in Hockey

48 CONTACT INFORMATION

Discuss the available sponsorship opportunities & contact to request additional information on how to become a sponsor & support equality



511 WELHAM RD UNIT 16
BARRIE, ONTARIO, L4N 8Z6
705.721.9699
BARRIEJRSHARKS@BWAH.CA



WWW.BARRIEJRSHARKS.CA



Empowering Women's Junior Hockey

Players who have reached the Jr Hockey Level have worked tirelessly throughout their youth hockey careers to enhance their skills and emerge as leaders. As President of BWhA, I am proud to say that the Barrie Jr Sharks are an integral part of our organization, which is recognized as the Central Ontario Female Hockey Leader. We are committed to providing quality hockey opportunities and a comprehensive program that represents the pinnacle of development, allowing our players to achieve the highest level of excellence.

We are seeking sponsors who share our vision for leadership, as we believe that investing in these remarkable young athletes is an investment in shaping the next generation of leaders both on and off the ice.

*Rob
Emerson*

President
president@bwha.ca



ABOUT THE BARRIE JR SHARKS

The Barrie Jr. Sharks are a U22 Elite level female hockey team based in Barrie, Ontario Canada. The team, operated by the Barrie Women's Hockey Association (BWhA), competes in the OWHA's U22-Elite League vs. opponents from across on Ontario. They are community focus & hold various fundraising events

EXECUTIVE SUMMARY

We are committed to providing quality hockey opportunities and a comprehensive hockey program that represents the pinnacle of development for young athletes. Players who have reached the Jr Hockey Level have demonstrated exceptional dedication and skill, making them not only outstanding athletes but also inspiring leaders and role models for our younger players.

By sponsoring the Barrie Jr Sharks, you become a part of our mission to shape the next generation of leaders both on and off the ice. We seek partners who share our vision for leadership, understanding the transformative power of investing in these remarkable young athletes. Your support will contribute to their growth, helping them to become leaders in their sport, their communities, and beyond.



EXECUTIVE SUMMARY

(CONTINUED)

In return, as a sponsor, you will benefit from increased brand exposure, targeted marketing to a passionate audience, positive brand association with a socially responsible cause, and networking opportunities with influential figures in our community. By joining forces with us, you will demonstrate your commitment to gender equality, inspire future generations, and gain valuable exposure to a growing fanbase.

We invite you to be a part of our journey and make a lasting impact on the lives of these exceptional young athletes. Together, we can foster the development of female leaders in hockey and create a legacy of empowerment that extends far beyond the rink.



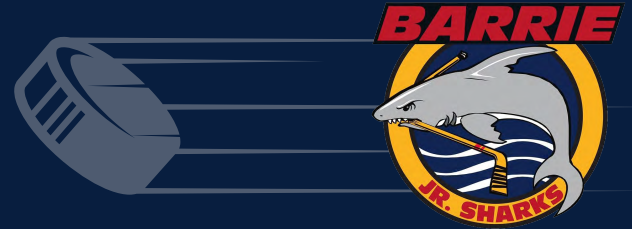
WHY SUPPORT EQUALITY AND WOMEN IN HOCKEY?



Supporting equality and women in hockey is a crucial step toward building a fair and inclusive society.

By partnering with our organization, you contribute to breaking down barriers and challenging gender stereotypes. Your support will help create a more equitable future, where young female athletes are given the same opportunities as their male counterparts.

OUR TARGET AUDIENCE

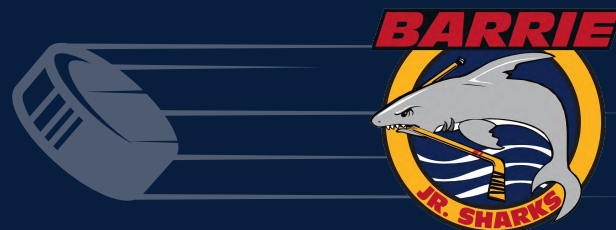


Our target audience consists of passionate hockey fans, families, business to business and community members who actively support women's sports and gender equality initiatives.

These individuals are enthusiastic about promoting inclusivity and empowering young female athletes.

By sponsoring our women's junior hockey team, you will have a unique opportunity to engage with this audience and build long-lasting brand loyalty.

INTRODUCTION TO WOMEN'S JUNIOR HOCKEY



Women's junior hockey is a thriving and dynamic sport that brings together talented athletes from all walks of life.

Our organization is dedicated to nurturing and developing these young players, providing them with opportunities to compete at the highest levels of the game.

We aim to create a supportive and inclusive environment that empowers young women and girls to pursue their dreams on and off the ice.



ALIGNMENT

We are excited to present you with a unique sponsorship opportunity to support women's junior hockey and make a lasting impact in the community.

Our organization is dedicated to empowering young female athletes, fostering equality, and providing a platform for them to excel in hockey.

By aligning your brand with ours, you will showcase your commitment to gender equality, inspire the next generation, and gain valuable exposure to a passionate and growing fanbase.



“

Investing in women and girls in sports is not just the right thing to do; it is the smart thing to do. ”

-

Billie Jean King

Value Add: SPONSORSHIP BENEFITS

The Barrie Jr Sharks offer an attractive sponsorship opportunity for partners who share their vision for leadership. The organization is dedicated to fostering and empowering the next generation of female leaders, making it appealing to sponsors who want to support the development of remarkable young athletes. Sponsors can be confident in their investment, as the Jr Hockey Level players are exceptional athletes and role models who represent the highest caliber in the sport. By sponsoring the Barrie Jr Sharks, sponsors can enjoy valuable benefits such as increased brand exposure, targeted marketing opportunities, positive brand association, and networking prospects. This compelling package offers sponsors a chance to contribute to the growth and success of these athletes while gaining significant brand recognition and exposure in return.



INCREASED BRAND EXPOSURE, TARGETED MARKETING OPPORTUNITIES



POSITIVE BRAND ASSOCIATION



NETWORKING PROSPECTS



SPONSORSHIP

TIER LEVELS*

We offer a range of sponsorship opportunities tailored to meet your specific needs and marketing objectives

1.

TITLE

MAX 1

2.

**CHAMPIONS
OF CHANGE**

MAX 3

3.

**SHAPING FUTURE
STARS**

UNLIMITED

4.

TRAILBLAZERS

UNLIMITED

5.

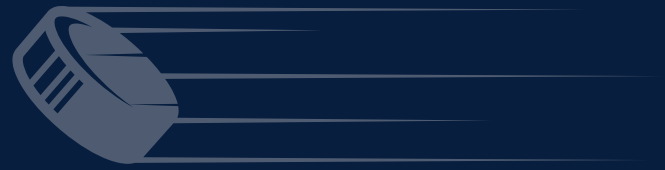
GAME CHANGERS

UNLIMITED

6.

IN-KIND

UNLIMITED



- SUBJECT TO AVAILABILITY
- Exclusivity on Tiers 3-6 subject to Management Committee discretion. Automatic Exclusivity Tiers 1 & 2

THE IMPORTANCE OF BEING A SPONSOR & MAKING A DIFFERENCE

Contribution from Sponsor & Management Committee Member, Shannon Murree



“

Supporting equality and women in hockey is not just about leveling the playing field; it is about creating a society that embraces fairness, inclusivity, and opportunity for all. By investing in the Barrie Jr Sharks program, you contribute to breaking down barriers and challenging gender stereotypes. Together, we can create a future where young female athletes are afforded the same opportunities and recognition as their male counterparts.



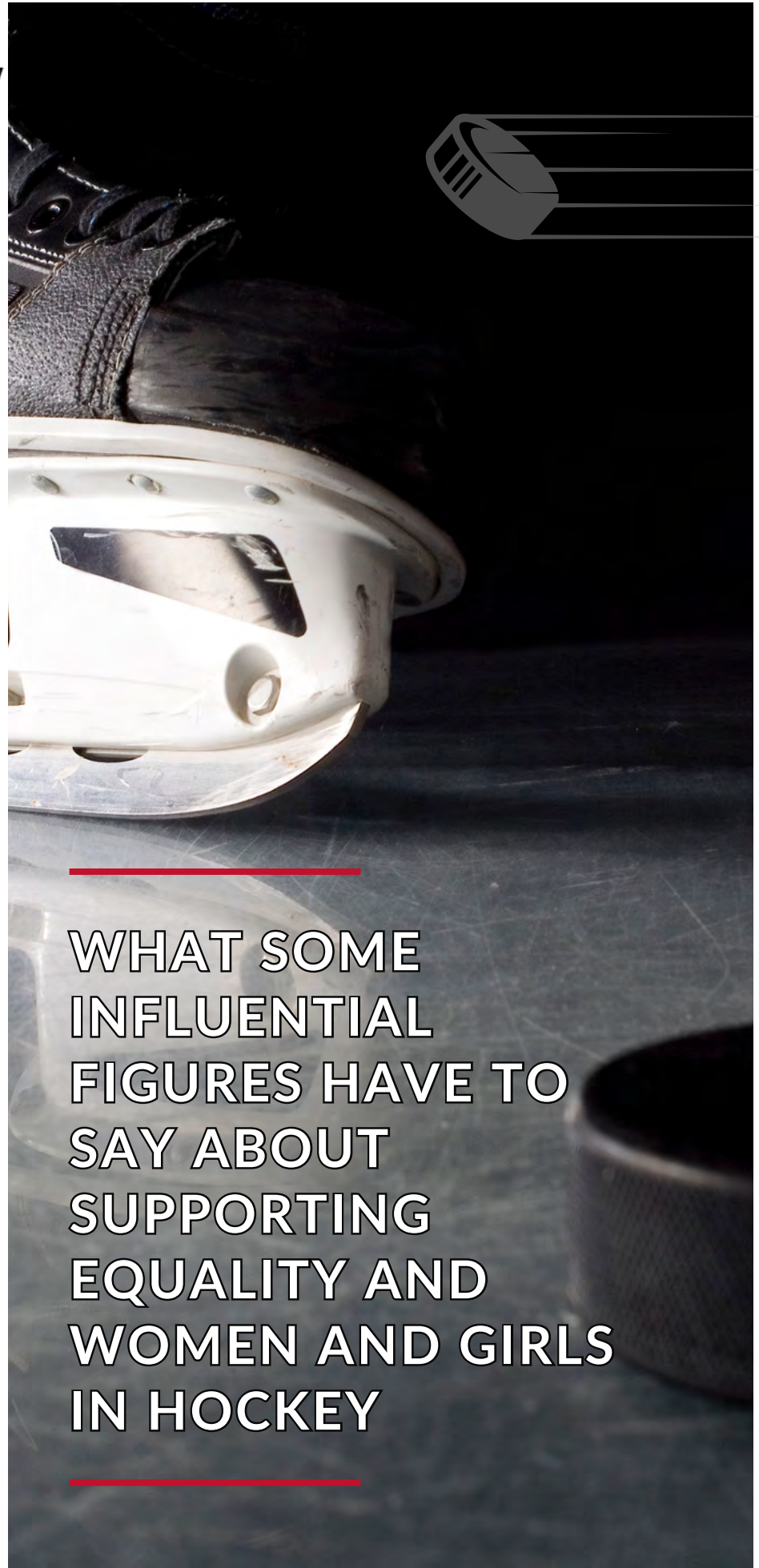
WHERE PASSION MEETS POWER:

Barrie Jr Sharks Women's Hockey





TESTIMONIALS



WHAT SOME
INFLUENTIAL
FIGURES HAVE TO
SAY ABOUT
SUPPORTING
EQUALITY AND
WOMEN AND GIRLS
IN HOCKEY

INFLUENTIAL TESTIMONIALS



"The impact of supporting women's hockey goes far beyond the rink. It instills confidence, leadership, and teamwork skills that extend into all areas of life."

Angela James, Hockey Hall of Famer

"Women's junior hockey provides a platform for young athletes to showcase their talent and pursue their dreams. By investing in these girls, we are investing in the future of the sport."

Jayna Hefford, Four-time Olympic Gold Medalist

"Investing in women's sports isn't charity; it's an investment in a brighter future for all. It's about empowering girls to dream big and showing them that they can achieve anything they set their minds to."

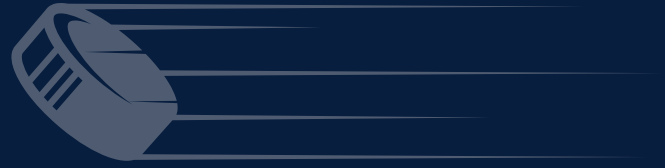
Hayley Wickenheiser, Four-time Olympic Gold Medalist

"Supporting women's junior hockey is not just about the sport; it's about fostering a sense of belonging, promoting self-confidence, and empowering young girls to break barriers in all areas of their lives."

Cassie Campbell-Pascall, Two-time Olympic Gold Medalist



BARRIEJRSHARKS.CA



Skating Towards Equality, Dominating the Game: Barrie Jr Sharks Women's Hockey



TITLE SPONSORSHIP PACKAGE \$10,000

MAX 1

BENEFITS:

- Company name and logo prominently displayed on all team jerseys and select merchandise for one season
- Recognition as the official title sponsor of the team in all media, press releases
- Prominent display of a stand-up banner or other in-game signage with your company logo at all home games
- In-game announcements recognizing your sponsorship
- Full-page sponsorship in the team profile book



TITLE SPONSORSHIP PACKAGE (CONTINUED) \$10,000

MAX 1 BENEFITS:

- Recognition as the presenting title sponsor of all team events
Press release announcing the partnership
- Logo placement on all team programs, social media and marketing materials
- Social Media Shout-Outs -
Minimum weekly mention in social media posts (including schedules, game results, etc.)
- A Social media takeover or collaborations with team players for fan interactions
- Logo Placement on Shark Helmets



TITLE SPONSORSHIP PACKAGE (CONTINUED) \$10,000

MAX 1 BENEFITS:

- First Right of refusal for opportunity to be Title Sponsor for BWAHA tournaments, and other Barrie Jr. Sharks events - additional fees may apply.
- Company representative invited to participate in a ceremonial puck drop at a home game
- Exclusive title sponsorship of the team's official website with prominent logo placement and recognition
- Logo placement on team practice jerseys worn during training sessions



TITLE SPONSORSHIP PACKAGE (CONTINUED) \$10,000

MAX 1

BENEFITS:

- **VIP access to select team events, such as meet-and-greets with players and coaches**
- **Opportunity to collaborate with the team on a community service project or charity initiative**
- **Opportunity for company representative be a guest speaker at team events or community outreach or charity programs**

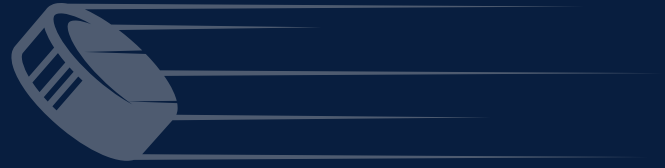


TITLE SPONSORSHIP PACKAGE (CONTINUED) \$10,000

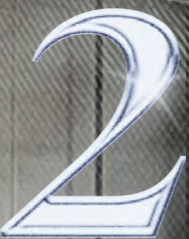
MAX 1

BENEFITS:

- Inclusion of company products or services as part of team prize packages or player incentives
- Access to team for company photo shoots or promotional materials
- Exclusive opportunity to be included in team photo on player day
- Dedicated social media post featuring the company and its involvement with the team
- Branding and promotional opportunities during live video streams, including logo overlays and sponsor mentions
- Sponsorship of team photography or videography services



Equality Prevails, Excellence Shines: Barrie Jr Sharks Women's Hockey



CHAMPIONS OF CHANGE SPONSORSHIP PACKAGE \$6,000

MAX 3

BENEFITS:

- Prominent display of a stand-up banner or other in-game signage with your company logo at all home games
- Press release announcing the partnership
- Full-page sponsorship in the team profile book
- In-game announcements recognizing your sponsorship
- Recognition as the sponsor of a specific team event, such as a charity game or community outreach program
- Company logo and recognition on all team social media platforms





CHAMPIONS OF CHANGE SPONSORSHIP PACKAGE

\$6,000 (Continued)

MAX 3

BENEFITS:

- Secondary Prominent Logo placement on all team programs and marketing materials
- Second right of refusal for any additional tournaments or games presented by BWAHA or Barrie Jr Sharks (Additional Fees May Apply)
- Company representative invited to participate in a ceremonial puck drop at a home game
- Recognition as the sponsor of the team's community service initiatives, such as volunteering at local youth hockey clinics or charity drives

CHAMPIONS OF CHANGE SPONSORSHIP PACKAGE \$6,000 (Continued)

MAX 3

BENEFITS:

- Logo Placement on Shark Helmets
- Opportunity to have a video interview by team videographer for social media channels
- Collaborative content creation, such as behind-the-scenes videos or interviews with players and coaches
- Inclusion of company products or services as part of team prize packages or player incentives



CHAMPIONS OF CHANGE SPONSORSHIP PACKAGE

\$6,000 (Continued)

MAX 3

BENEFITS:

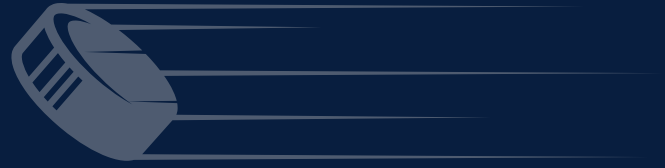
- Collaboration with the team on a community service project or charity initiative
- Exclusive co-branded opportunities with Tier 1 Title Sponsor at Tier 1 Discretion Limited One (1) Event throughout the Season: Player appearances at sponsor-hosted events or company functions (*At Management Discretion due to Schedule Availability*)
- Access to team for company photo shoots or promotional materials

CHAMPIONS OF CHANGE SPONSORSHIP PACKAGE \$6,000 (Continued)

MAX 3

BENEFITS:

- Dedicated social media post featuring the company and its involvement with the team
- Recognition as the exclusive sponsor for a specific player award or scholarships (per Management Discretion)
- Branding and promotional opportunities during live video streams, including logo overlays and sponsor mentions
- Sponsorship of team photography or videography services (TBD)
- A Social media takeover or collaborations with team players for fan interactions



Equality on Ice: Barrie Jr Sharks Women's Hockey



SHAPING FUTURE STARS SPONSORSHIP PACKAGE \$3,500

Unlimited Availability Package

BENEFITS:

- Logo display on a stand-up banner or other in-game signage with your company logo at all home games
- Company logo and recognition on all team social media platforms
- Half-page sponsorship in the team profile book
In-game announcements recognizing your sponsorship
- Logo placement on all team programs and marketing materials



SHAPING FUTURE STARS SPONSORSHIP PACKAGE \$3,500

Unlimited Availability Package **BENEFITS:**

- Social Media Shout-Out, Logo Post & a mention on social media identifying as a Sponsor of the Barrie Jr. Sharks
- Third right of refusal for any additional tournaments or games presented by BWA or Barrie Jr Sharks (Additional Fees May Apply) (First come first served)
- Opportunity to have a video interview by team videographer for social media channels



SHAPING FUTURE STARS SPONSORSHIP PACKAGE \$3,500 (CONTINUED)

Unlimited Availability Package

BENEFITS:

- Collaborative content creation such as behind-the-scenes videos or interviews with players and coaches
- One personalized player shout-out on social media platforms



TRAILBLAZERS SPONSORSHIP PACKAGE \$1,000 - \$3,499

Unlimited Availability Package

BENEFITS (CUSTOMIZABLE):

- Logo displayed on a stand-up banner or other in-game signage with your company logo at all home games
- Company logo and recognition on all team social media platforms
- Logo placement on all team programs and marketing materials
- Quarter-page sponsorship in the team profile book

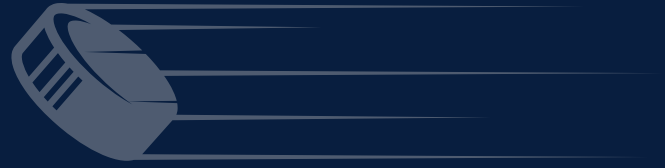


TRAILBLAZERS SPONSORSHIP PACKAGE \$1,000 - \$3,499

Unlimited Availability Package

BENEFITS (CUSTOMIZABLE):

- Social Media Shout-Out, Logo Post & mention on social media identifying as a Sponsor of the Barrie Jr. Sharks
- In-game announcement recognizing your sponsorship



Breaking Barriers, Shaping Champions: Barrie Jr Sharks Women's Hockey



GAME CHANGERS SPONSORSHIP PACKAGE \$550-\$999

Unlimited Availability Package

BENEFITS (CUSTOMIZABLE):

- Prominent display of a stand-up banner or other in-game signage with your company logo at all home games
- Social Media Shout-Out, Logo Post & a mention on social media identifying as a Sponsor of the Barrie Jr. Sharks
- 1/8th logo sponsorship in the team profile book
- Logo placement on all team programs and marketing materials

6

FAN / IN-KIND SERVICES PACKAGE

Our In-Kind Services Sponsorship Package offers a unique opportunity for businesses and organizations to contribute valuable services in support of Barrie Jr Sharks Women's Hockey.

By partnering with us through this package, you can showcase your expertise and enhance our operations.

Benefits of the In-Kind Services Sponsorship Package include brand exposure, recognition, and the satisfaction of making a direct impact on the success of our team.

We welcome your involvement and look forward to discussing how your services can contribute to our shared vision.

6

FAN / IN-KIND SERVICES PACKAGE

Suggested In-Kind Services Sponsorship Package Requirements:

- Photography, Videography, Live Video Streaming Services; Promotional Content
- Nutrition or meal sponsorship for the team's players during games and practices
- Sports performance training or physical therapy services for the team
- Graphic design services for team branding materials or promotional campaign
- Printing services for team jerseys, banners, or marketing materials

BENEFITS

1. Prominent display of a stand-up banner or other in-game signage with your company logo at all home games
2. Logo placement on all team programs and marketing materials
3. Social Media Shout-Out, Logo Post & a mention on social media identifying as a Sponsor of the Barrie Jr. Sharks



Redefining the Game, Empowering Athletes: Barrie Jr Sharks Women's Hockey

from the bench

"Player development is not just about improving skills on the ice; it's about shaping individuals into well-rounded athletes who excel both in the game and in life. I am committed to providing our players with the tools, guidance, and opportunities they need to reach their full potential, both on and off the ice."

- Coach Duane



@BarrieJrSharks

**COACH DUANE ELDRIDGE
2024-2025**

Sponsor testimonial

"Empowering women & girls in sports is like igniting a fire within, unleashing their true potential and paving the way for limitless achievements on and off the rink. Ensuring they have the same opportunities as their counterparts.

Also, "every girl with dreams becomes a woman with vision" & it's important to me to be part of that.

SM Advocate & Sponsor



@BarrieJrSharks

2024-2025

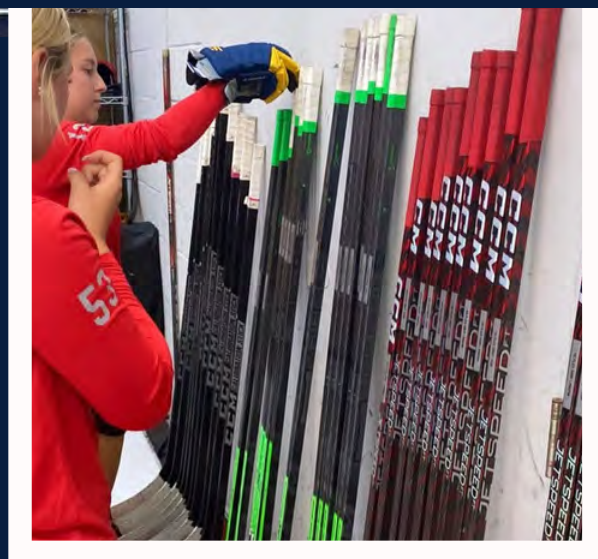


SPECIAL NOTATIONS

NOTE that Social Media mentions are subject to minimum weekly mention in social media posts (including schedules, game results, etc.) + dedicated monthly social media posts identifying the "Official Team Sponsor of the Barrie Jr. Sharks" + monthly product/service advertisement through social media

With exception of Title Sponsorship, packages may change at Management Committee's discretion based on availability and recreation Centre or City of Barrie guidelines and/or limitations. Sponsors will be notified in writing at earliest opportunity of any changes and will do best to provide suitable substitutions.

All packages subject to Management Committee approval.



The availability and cost of sponsorship packages may vary. Please contact our sponsorship team for detailed information and to discuss customized opportunities based on your specific marketing objectives and budget.



QUOTE FROM A CORPORATE SPONSOR

"As a proud sponsor of the women's junior hockey team, we have witnessed firsthand the positive impact it has on the lives of these talented young athletes. We are honoured to be part of their journey and support the advancement of gender equality in sports."



“

"Partnering with the women's junior hockey organization has been an incredible experience.

Not only are we gaining valuable brand exposure, but we are also contributing to a cause that aligns with our company's values.

It's a win-win situation for both our business and the community."

"IT'S MORE THAN A SPONSORSHIP"

Supporting women's junior hockey is more than just a sponsorship; it's an investment in the future.

These girls are role models for young girls everywhere, and by backing them, we are inspiring a new generation of female leaders and athletes

Community Advocate



BARRIEJRSHARKS.CA

"Hockey has taught me the power of resilience, teamwork, and self-belief. It's not just a game; it's a journey of personal growth and empowerment. As a female hockey player, I am breaking barriers, shattering stereotypes, and proving that we belong on the ice. Together, we are redefining what it means to be a strong and skilled athlete, inspiring the next generation of girls to chase their dreams fearlessly."

@BARRIE JR SHARKS PLAYER





416-275-9647



rob.hardy@bwha.ca



barriejrsharks.ca



SPONSORSHIP CONTACT

By becoming a sponsor, you will support equality and inspire future generations of hockey players. We appreciate you considering this sponsorship opportunity. Join us in making a difference in the lives of young female athletes and the wider community.

To discuss the available sponsorship opportunities or to request additional information, please contact:

Rob Hardy, Team Manager 416-275-9647 rob.hardy@bwha.ca

Rob Emerson, President BWHA rob.emerson@bwha.ca

www.bwha.ca

Together, we can empower women and girls in hockey and create a lasting legacy of equality.



EMPOWERMENT IS THE KEY

"UNLOCKING THE UNLIMITED POTENTIAL WITHIN
EVERY WOMAN, PROPELLING HER TO ACHIEVE
GREATNESS IN SPORTS AND BEYOND."



SPONSORSHIP FORM

"BRIDGING THE GAP BETWEEN OUR COMMUNITY AND WOMEN HOCKEY PLAYERS IS A POWERFUL STRIDE TOWARDS EMPOWERMENT, FOSTERING UNITY, AND INSPIRING A GENERATION OF STRONG, DETERMINED ATHLETES WHO WILL BREAK BARRIERS AND CONQUER THE WORLD."

DATE

NAME

COMPANY NAME

PHONE

EMAIL

ADDRESS

SPONSORSHIP PREFERENCE

METHOD PAYMENT

All pricing, opportunities and packages subject to availability. With exception of Title Sponsorship, packages may change at Management Committee's discretion based on availability and recreation Centre or City of Barrie guidelines and/or limitations.

Sponsors will be notified in writing at earliest opportunity of any changes and will do best to provide suitable substitutions. All packages subject to Management Committee approval.

Cross promotion & sharing of Jr Sharks posts is encouraged to increase engagement!

Please note that sponsorship benefits will be provided upon receipt of the initial payment. Failure to make the remaining payment within the specified timeframe as contractually agreed upon may result in the forfeiture of sponsorship benefits, and no refund or reimbursement will be provided.

Proposed Payment Structure

1. Title Sponsorship Package \$10,000 :

Payment terms: 50% due upon signing the sponsorship agreement, remaining 50% due within 30 days of the start of the season.

2. Champions of Change Sponsorship package \$6,000

Payment terms: 50% due upon signing the sponsorship agreement, remaining 50% due within 30 days of the start of the season.

3. Shaping Future Stars Sponsorship Package \$3,500

Payment terms: 50% due upon signing the sponsorship agreement, remaining 50% due within 30 days of the start of the season.

Proposed Payment Structure

4. Trailblazers Sponsorship Package

\$1,000 - \$3,499

Payment terms: 50% due upon signing the sponsorship agreement, remaining 50% due within 30 days of the start of the season.

5. Game Changers Sponsorship Package

\$550-\$999

Payment terms: 50% due upon signing the sponsorship agreement, remaining 50% due within 30 days of the start of the season.

6. Fan / In-Kind Services:

Payment terms will be mutually agreed upon between the sponsor and the Barrie Jr Sharks.