



Edmonton Storm Women's Tackle Football

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Dear Potential Sponsor:

RE: EDMONTON STORM WOMEN'S TACKLE FOOTBALL 2019 SPONSORSHIP

Thank you for taking the time to consider sponsorship of the Edmonton Storm Women's Tackle Football team.

The Storm is one of four Alberta-based women's tackle football teams in the Western Women's Canadian Football League (WWCFL). The Storm plays competitive, full-contact, tackle football under the Canadian Amateur football rules provided by Football Canada. The Storm claimed the Western Conference Championship in 2011, 2015, and 2016; however, they have yet to claim the WWCFL crown.

We want to provide females from the Central Alberta area the opportunity to play a sport they love. Football is a male dominant sport; that is no secret. However, the number of females involved in minor football, and high schools across the province, continues to grow each year. It is truly amazing to see the year-over-year growth.

Funds received from our sponsors help provide field rentals, travel expenses, equipment upkeep, uniforms, and other expenses incurred throughout the season.

Any donations can be made payable to "Edmonton Storm Football". Thank you for supporting the Edmonton Storm Women's Tackle Football club. We appreciate your generosity and support.

Thank you,

Eric Theroux, Head Coach, and
Denise Kennedy, President
Edmonton Storm Women's Tackle Football



Where does your Sponsorship Go?

Equipment:

We currently offer all registered players equipment to ensure that any player can play without the added expense of buying their own equipment. Currently, we are looking to add to our inventory of equipment in order to keep up with the recruitment of players.

The team is looking to add more helmets, shoulder pads, game jerseys, game pants, and practice pinneys to our inventory.

We are also looking to replace and recertify a good portion of our helmets. It is very important that our girls are safe and comfortable playing contact football.

Field Rentals:

Throughout the off-season and regular season, our team requires practice turf. Your sponsorship goes towards Field Rentals in order for our girls to practice.

There are also field rental and associated costs to host any home and playoff games we host.

Travel:

Our opponents in the WWCFL are Grande Prairie, Calgary, and Lethbridge. If the team makes the playoffs, there could be travel as far away as Regina, or even Winnipeg. Your sponsorship helps cover the costs of ensuring the team travels safely to our away game locations. It also helps cover the costs if the team has to stay overnight.



What Can we Offer in Exchange for your Sponsorship?

\$1000 and Over Sponsorship:

Web Logo on Storm Website and Advertisement via Social Media

- Web address: www.edmontonstorm.com
 - Logo will be on our Home Page and Sponsor Page;
 - Logo will have direct link to your own webpage; and
 - Sponsor Page on website would include a short company profile (to be provided by sponsor).
- Social Media Sharing:
 - For four months, the Edmonton Storm Facebook, Instagram, and Twitter pages will publish a message pertaining to the great support we have received from your sponsorship. This could include links to your Facebook and Social Media accounts (if available) and a link to your public webpage.
- Sponsors will have a half page advertisement in Home Game Program.
- Four gate admissions to a home game for members of your company.

\$500 to \$1000 Sponsorship:

Web Logo on Storm Website

- Web address: www.edmontonstorm.com
 - Logo will be on our Home Page and Sponsor Page;
 - Logo will have direct link to your own webpage; and
 - Sponsor Page on website would include a short company profile (to be provided by sponsor).
- Sponsors will have a quarter page advertisement in Home Game Program.
- Four gate admissions to a home game for members of your company.

\$100 to \$500 Sponsorship:

Web Logo on Storm Website

- Web address: www.edmontonstorm.com.
- Logo will be on our Sponsor Page for the website.
- Logo will appear on our Home Game Program.

Home Game Sponsor Package (\$600 Sponsorship)

- This would help our team cover the costs of renting the facility for our home game (field and dressing rooms).
- Sponsor would be the official "Host" of the home game and any and all advertising of the game would be noted as "Edmonton Storm Home Game – Sponsored by Company".
- Sponsors will be featured on the front of the Game Program.
- Four gate admissions for the home game for members of your company.