



SARNIA-LAMBTON JR. STING AAA HOCKEY ASSOCIATION

PLAYER SPONSORSHIP PROGRAM INFORMATION



INTRODUCTION

The Sarnia-Lambton Jr. Sting AAA Hockey Association is proud to offer a sponsorship program designed to support our players and recognize our valued sponsors. This initiative aims to enhance sponsor visibility while helping players offset the cost of the hockey season. Through this program, players have the opportunity to secure sponsorships that may fully or partially cover both Association Registration Fees and their share of Team Fees.

REGISTRATION FEE SPONSORSHIP

To recognize and accommodate a variety of sponsorship contributions, we offer four (4) tiered levels for registration fee sponsors:

Tier	Amount	Included
Platinum	\$2,000 and above	<ul style="list-style-type: none">• Sponsor Name, Logo, Bio, and Website Link on the player profile page• Logo and website link on the team page scrolling banner• <i>Platinum Individual Sponsor Spotlight</i> individual post• Logo included with <i>Platinum Sponsors Shout Out</i> social media post• Logo included with <i>Team Sponsorship</i> post
Gold	\$1,000 - \$1,999	<ul style="list-style-type: none">• Sponsor Name, Logo, Bio, and Website Link on the player profile page• Logo and website link on the team page scrolling banner• Logo included with <i>Gold Sponsors Shout Out</i> social media post• Logo included with <i>Team Sponsorship</i> post
Silver	\$500 - \$999	<ul style="list-style-type: none">• Sponsor Name and logo on the player profile page• Logo on the team page scrolling banner• Logo included with <i>Team Sponsorship</i> post
Player Profile	\$250 - \$499	<ul style="list-style-type: none">• Sponsor Name and logo on the player profile page

Important Notes:

- Sponsorship amounts received are taken off the last payment owed to the association (if below \$4,000)
 - *Example 1:* If \$2,000 in sponsorships is obtained, the June 1, September 1, and October 1 payments are expected to be paid on schedule, and the \$2,000 covers the November 1 and December 1 payments
 - *Example 2:* If \$2,500 is received, the June 1 and September 1 payments are expected to be paid on schedule, plus \$500 for the October 1 fee. The \$2,500 covers ½ of the October 1 payment, the November 1, and December 1 payments



- Sponsorships may be paid by cheque or e-transfer
 - Cheques are to be made out to **Lambton AAA Hockey Association** or they will not be accepted
 - E-transfers are to be sent to fees@lambtonjrsting.ca
 - Please ensure the player name and division are noted on the cheque or in the memo of the e-transfer
- The online [Player Sponsorship Form](#) must be completed, and the cheque or e-transfer received prior to any sponsorship advertising
- Receipts will be issued through the Association Treasurer upon request
 - We are a registered nonprofit organization and eligibility for a charitable tax deduction should be confirmed with the Sponsor's tax advisor, as sponsorships involving advertising or promotional benefits may not qualify as charitable donations under the Income Tax Act
- We understand that some sponsors may prefer not to be publicly recognized.
 - In such cases, the Player Sponsorship Form does not need to be completed, however, please be sure to inform the Association Treasurer

TEAM FEE SPONSORSHIP

Any sponsorship received above the \$4,000 can be used towards team fees:

- Ensure the sponsor makes the payment to your team instead of the association
- If registration and team fees have been sponsored in full, any sponsored amount above that will be used towards the team budget or a team expense

BENEVITY

The Sarnia-Lambton Jr. Sting AAA Hockey Association is a verified charity (non-profit) on Benevity (a platform that many companies use to manage corporate giving and employee donation matching programs). If your employer uses Benevity, you may be able to direct your volunteer hours, sponsorship, or donation to our association through the platform, to offset registration and/or team fees. Search for **Lambton AAA Hockey Association** on the Benevity platform. Please note that it can take around 4 to 8 weeks for the funds to reach our bank once initiated.

CONTACT INFORMATION

For questions or clarifications, please contact:

Jessica Barnes, Treasurer
treasurer@lambtonjrsting.ca
519-384-0924



EXAMPLES

Player profile page:

Player Profile

Player photo

PLAYER # AND NAME

Position(s):

Born
Fron

BIO

STATS

SPONSORS

Sponsor logo

Sponsor bio

Website scrolling banner:

OUR SPONSORS

UA 663

ParkingBOXX

Lakeside

A&W Locksmith LTD.



Gold Sponsor Post:



Team Sponsor Post:



Lambton Sting AAA Hockey Club is in Sarnia.

December 19, 2024 · 🌐

📌 As we head into the Christmas break, Sarnia-Lambton Jr. Sting AAA would like to send a huge thank-you to our U10 community sponsors! 🙌 Your continued support for this team and all our players across the organization means the world to us ❤️👉

This holiday season, please take a moment to check out our team pages and consider supporting our amazing sponsors if possible. Let's show them the love they deserve! 🎁👉

[#supportlocal](#) [#shoplocal](#) [#sarnialambton](#) [#thankyousponsors](#)

