



SARNIA-LAMBTON JR. STING AAA HOCKEY ASSOCIATION

REQUEST FOR PROPOSAL

**JERSEY
SPONSORSHIP**

INTRODUCTION

The Sarnia-Lambton Jr. Sting AAA Hockey Association (hereinafter referred to as the "Association") is inviting proposals from prospective corporate sponsors for a jersey sponsorship opportunity. This opportunity provides extensive visibility for your brand within our community and at local, regional and international events during games, tournaments, and community events.

Our Association is comprised of approximately 145 players, spanning 8 teams, from U10 to U18. Sponsorship contributions will be evenly distributed across all teams to ensure all teams and players benefit equally from the partnership.

Sponsors have the opportunity to sponsor all 8 teams or a smaller number of teams (e.g. 4 teams or 6 teams).

Our Association Mission Statement is as follows:

- To provide a positive and competitive minor hockey development program.
- To put the healthy personal development of each player at the forefront.
- To enhance the positive values of hockey by providing coaching role models who demonstrate leadership, strong work ethic, and community pride with the goal of developing strong future leaders based on their example.
- To support coaches, officials, and volunteers by providing ongoing training and access to information.
- To support the mandate of Hockey Canada and work with other hockey centres, Alliance Hockey and the Ontario Hockey Federation to promote and grow minor hockey in Lambton County.

SPONSORSHIP DETAILS

LOGO PLACEMENT

Sponsor logos will be prominently displayed on the right chest of all players' jerseys.

VISIBILITY

Teams participate in regular league games, tournaments, playoffs/playdowns, and community events, offering extensive exposure.

TERM

The sponsorship agreement will cover the 2025-26 and 2026-27 hockey seasons as our jerseys are on a 2-year replacement cycle. Sponsors are expected to commit to the same annual

financial contribution for both the 2025-26 and 2026-27 seasons. The total sponsorship value will therefore be [2 x annual sponsor amount] over the term of the agreement.

FUNDING DISTRIBUTION

Sponsorship funds will be allocated equally across all 8 teams.

SCOPE OF SPONSORSHIP

The Sponsor will be responsible for:

- Providing high-resolution logo files suitable for jersey patches and jersey printing
- Covering the production cost of logo patches and the cost of affixing the patches to the black and white cut-and-sewn jerseys. *Note: There is no additional cost for the sponsor logo printed on yellow sublimated jerseys.*
- Financial sponsorship to support the Association's needs

The Association will be responsible for:

- Facilitating the production and affixing of jersey patches for black and white cut-and-sewn jerseys
- Facilitating the inclusion of sponsor logo on yellow sublimation jerseys
- Recognizing the sponsor through various channels (e.g. social media, website, and at events)

SUBMISSION REQUIREMENTS

Interested sponsors should submit a proposal including the following:

1. **Company Information:** Name, address, contact details, and a brief overview of your organization.
2. **Proposed Sponsorship Amount:** The financial contribution you are willing to provide.
3. **Number of Teams:** Indicate whether you are bidding to sponsor all 8 teams, or a select number of teams. *Note: Final team assignments will be determined by the Association.*
4. **Logo Specifications:** Details about the logo design and size.
5. **Benefits to Sponsor:** Outline any additional expectations or desired benefits (e.g., recognition at events, promotional opportunities).
6. **Previous Sponsorships (if applicable):** Examples of past community or sports sponsorships.

EVALUATION CRITERIA

Proposals will be evaluated based on:

- Alignment with the Association's values
- Timeliness and completeness of submission
- Sponsorship amount offered:
 - Submissions will be evaluated based on two key factors:
 1. Total sponsorship amount
 2. Number of teams the sponsor is able to support
 - Sponsors supporting a higher number of teams, alongside competitive financial contributions, will be prioritized in the evaluation process

TIMELINE

- **RFP Issued:** May 7, 2025
- **Submission Deadline:** May 30, 2025
- **Review Period:** June 1 to June 8, 2025
- **Sponsor Announcement:** June 9, 2025

CONTACT INFORMATION

For questions or clarifications, please contact:

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

SUBMISSION INSTRUCTIONS

Proposals must be submitted by 11:59 p.m. on Friday, May 30, 2025, via email to treasurer@lambtonjrsting.ca and president@lambtonjrsting.ca.