



**SARNIA-LAMBTON JR. STING AAA HOCKEY ASSOCIATION**

**EXPRESSION OF INTEREST**  
**2025 TRYOUT JERSEY**  
**SPONSORSHIP**

## **INTRODUCTION**

The Sarnia-Lambton Jr. Sting AAA Hockey Association (hereinafter referred to as the "Association") is excited to offer a unique sponsorship opportunity for our upcoming 2025-26 season tryouts. We are seeking local businesses interested in sponsoring our tryout jerseys, which will be worn by all players throughout the tryout process.

Our Association spans across 8 teams, from U10 to U18. We had approximately 325 players registered for 2024-25 tryouts, and we expect roughly the same number of participants for 2025-26 tryouts.

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.

## **WHY SPONSOR?**

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### **HIGH VISIBILITY**

Your logo featured on tryout jerseys worn by players and seen by parents, coaches, and spectators during tryouts.

### **COMMUNITY ENGAGEMENT**

Direct support for youth hockey in Sarnia-Lambton, demonstrating your commitment to local sports.

### **BRAND EXPOSURE**

Promotion on the ice, on our website, and social media.

## SPONSORSHIP BENEFITS

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**As a sponsor, your business will receive:**

1. **Logo placement on tryout jerseys:** Your business logo displayed prominently on the back of the tryout jerseys (below the numbers) throughout the tryout process, April 19 to April 27, 2025.
2. **Digital and social media exposure:** Recognition on our website and social media platforms.
3. **Community engagement and brand recognition:** Show your support for local youth sports and increase brand loyalty within the community; Exposure to players, parents, coaches, and spectators during tryouts

## PRICING

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- The cost to sponsor 1 tryout jersey is \$25.00, taxes included.
- Jerseys can be sponsored in groups of 25, up to all 325 jerseys, therefore sponsorship amounts will range from \$625, to \$8,125.

## HOW TO BECOME A SPONSOR

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To secure your sponsorship, please email [fundraising@lambtonjrsting.ca](mailto:fundraising@lambtonjrsting.ca) and [treasurer@lambtonjrsting.ca](mailto:treasurer@lambtonjrsting.ca) with the following information:

1. **Company Information:** Name, address, contact details, and a brief overview of your organization.
2. **Proposed Sponsorship Amount:** The number of jerseys you are wanting to sponsor.
3. **Logo:** An example of the logo.

This is a first-come-first-served opportunity, and all jersey sponsorships must be received by March 31, 2025 to allow adequate time for production.

Thank you for supporting the Sarnia-Lambton Jr. Sting AAA Hockey Association, and our young athletes!

## CONTACT INFORMATION

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For questions or clarifications, please contact:

Erin Forbes, Director of Fundraising

[fundraising@lambtonjrsting.ca](mailto:fundraising@lambtonjrsting.ca)

519-383-9131

or

Jessica Barnes, Treasurer

[treasurer@lambtonjrsting.ca](mailto:treasurer@lambtonjrsting.ca)

519-384-0924