



3rd Annual JEAN ADAMS Memorial Tournament Sponsorship Opportunities

Dear Merchants and Vendors,

The Langley Minor Hockey Association is hosting our **3rd Annual Jean Adams Memorial Tournament** at Langley Sportsplex between March 22nd and 24th, 2024. This event is a fun tournament for U7 & U9 players from LMHA and neighboring Minor Hockey Associations, an LMHA hosted Coaches game and so much more!

Our tournament is dedicated to the memory of Jean Adams, a lifetime member of LMHA who passed away in February 2021. Since 1986, Jean was an integral part of LMHA. From Team Mom to Division Manager to Secretary to Registrar, Jean was a committed, selfless volunteer whose dedication and service to minor hockey is unparalleled. She was passionate, caring, and always willing to support in whatever capacity needed. Her presence at Langley Minor Hockey events was warm and welcoming for the attendees she greeted with a big smile! In Jean's legacy and with the permission of the family, we are honored to dedicate partial proceeds from this tournament to the [Kidney Foundation of Canada](#).

HOW CAN YOU HELP? The success of any tournament has been largely attributed to the assistance received from the Community and local businesses like yours. In return, all sponsors and donors will receive full recognition for their generosity through a listing in our tournament program (providing your submission is received by the deadline), on our Sponsorship Board(s) that will be displayed at the arena throughout the tournament, through communication with our membership of over 950 players and their families, and via various social media platforms as well as other forms of recognition through-out the tournament weekend. We are pleased to offer the following sponsorship opportunities:

KEY EVENT SPONSORSHIP OPPORTUNITIES

Support our tournament by being one of our Key Event Sponsors! This is an opportunity to expose your business to all our tournament participants and their families... while supporting an awesome cause! Each Key Sponsorship opportunity will not only highlight your business through-out the tournament weekend but will come with an ad in our program, recognition on our website and social media platforms, opportunity to include a coupon or small giveaway in each of our player swag bags, and a special opportunity as outlined with each sponsorship option. *Please note that recognition opportunities will have a deadline for submission due to printing timelines.

- ◆ Player Swag Bag Sponsor | \$1500 (4 available)
 - Your company logo displayed on one of the player swag items!
 - Full Page Ad in the Program
- ◆ Coaches Game Sponsor - Home Team | \$1000 (1 available)
 - Your company logo prominently displayed on the back of the HOME team jersey.

- Half Page Ad in the Program
- ◆ Coaches Game Sponsor - Away Team | \$1000 (1 available)
 - Your company logo prominently displayed on the front of the AWAY team jersey.
 - Half Page Ad in the Program
- ◆ Coach/Manager/Player Draw Sponsor | \$500
 - Your company logo displayed on each of the giveaway prizes.
 - Quarter Page Ad in the Program
- ◆ Cash Donation towards our Post-Game Snack Items | \$500
 - This will go towards purchasing granola bars, chips, Gatorade or... for the players
 - Quarter Page Ad in the Program
- ◆ Food or Beverage Donation for a Post-Game Snack Items | \$\$
 - Rather than cash, your company can donate an item (600 pieces) as a post-game snack for each of our players such as granola bars, water, chips, Gatorade or...
 - Ad in the program, size dependent on donation

PROGRAM ADVERTISING

Support our players by featuring your business in our Tournament Program! Every player will take home a coloured program featuring our teams, players... and sponsors! A lovely keepsake for each of our participants to have for years to come... currently we are at well over 525 participants!

- ◆ Outside Back Cover | \$750.00
- ◆ Inside Front or Back Cover | \$600.00
- ◆ Full Page | \$500.00
- ◆ Half-Page | \$350.00
- ◆ Quarter Page | \$200.00
- ◆ Business Card | \$100.00

RAFFLE PRIZES | AUCTION PRIZES | PARTICIPANT GIVEAWAYS

Our tournament committee is looking for donations of prizes (items or services) that can be raffled or used as gifts for the participants or even cash donations to be used towards the purchase of such items. Each donation will be graciously accepted. Items such as a prize basket, clothing items, services, gift cards, tickets.... the sky's the limit!

Thank you for any assistance you can provide us in making this hockey tournament a successful and memorable experience for all the participants and their families! We also thank you in advance for your contribution and support in memory of Jean Adams. To donate, please [DONATE HERE](#) or visit our Tournament webpage @ for more information.

Should you have any questions or concerns, please do not hesitate to contact LANGLEY MINOR HOCKEY, at events@langleyminorhockey.

Sincerely,

Jean Adams Tournament Committee
Langley Minor Hockey Association

