



# Sponsorship Opportunity

## Girls With Goals

### Hockey Tournament



From the Tournament Director, Tyler Zander:

On November 3 to November 5, 2023, the Abbotsford Female Hockey Association (AFHA) is hosting its first hockey tournament in years, drawing approximately 32 female recreational ice hockey teams from Western Canada and the United States. The tournament will be host by AFHA at three arenas in the city of Abbotsford.

This tournament will see a positive impact on the growth of female hockey, Abbotsford’s economy, the community, and promote the AFHA. While the City of Abbotsford and the AFHA will benefit from the heightened attention and focus, there are a range of opportunities for highlighting local businesses, organizations and other important entities in our community that want to support female hockey, its players, female members of our community and the success of the tournament. We believe in bettering the community around us and want to support local business’ as part of our tournament.

The purpose of the tournament is to foster an open environment for all to enjoy female hockey by building a diverse, equitable and inclusive game. We want the players to come away from this tournament empowered to continue to fight for their goals both in hockey and in life.

The AFHA invites local businesses, organizations, and community entities to become a tournament sponsor and connect with the over 400 female hockey players between ages 9-16 visiting Abbotsford with their families, coaches, and supporters.

If you are interested in sponsoring, or know of a business or organization that is, please contact us at [tournaments@abbotsfordfemalehockey.com](mailto:tournaments@abbotsfordfemalehockey.com). We can put together a custom sponsorship package that meets your goals and objectives as a sponsor. All sponsorships, donations or cheques need to be sent in by September 15, 2023, to ensure adequate time to organize any tournament apparel order. Any cheques for sponsorship can be made to “Abbotsford Female Hockey Association”.

#### Why Sponsor?

AFHA is seeking cash sponsorship and in-kind donations to help us host a successful tournament, highlight the warm hospitality of our community, and provide female hockey players with a positive experience in hockey and in life. In-kind donations will be acknowledged according to the value of the contribution. In-kind contributions can include food, snacks and beverages for players, officials and volunteers, branded gift baskets for the silent auction, swag items in the welcome bags for players, or any other product or service that will enhance the experience for tournament participants.

**There is also opportunity to sponsor specific tournament items like the tournament banners, or the tournament shirts and toques given to each player. Please reach out to discuss your individual sponsorship ideas if not listed below.**

#### Sponsor Levels and Benefits:

Marketing Benefits	In-kind (Product Service)	& Bronze \$500	Silver \$1000	Gold \$1500	Platinum \$2000+
Promotion on AFHA social media	√	√	√	√	√
Promotion on AFHA website		√	√	√	√
Logo on Banner with Sponsors located at each arena			√	√	√
Logo on tournament shirts given to each player				√	√
Personalized banner with logo at each arena				√	√
Optional Sponsorship Booth (Avail. TBD)					√
Verbal announcement and thank you at the end of each game with MVP awards					√

**We look forward to receiving your support and supporting your business!**