



COLE HARBOUR COLTS

JUNIOR B HOCKEY CLUB • EST 1976 • #COLTSNATION



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HOCKEY ROOTS IN COLE HARBOUR

- The community of Cole Harbour has a great deal of hockey history on its resume. Long before local players Sidney Crosby and Nathan MacKinnon became stars in the NHL, the Cole Harbour Colts were carving out their own legacy as one of the most successful organizations in Canadian Junior Hockey.
- The Colts were a staple in Cole Harbour from 1976-1995. During that time, the team built a storied championship history, winning multiple league titles on route to four separate appearances in the Canadian National Championship.
- In the fall of 2014 the Colts returned to Cole Harbour. With eyes focused on winning another championship and coming off back to back appearances in the playoffs, the Colts have established themselves as contenders in the NSJHL.
- We have one of the most exciting teams in the NSJHL, believe the future is bright and we want to be a part of it.
- Partnering with the Colts is an excellent brand-builder, marketing tool and has great potential to benefit local businesses, players & community.
- The purpose of this document is to outline the opportunities to grow and partner with Colts – creating a mutually beneficial relationship.

SPONSORSHIP AT A GLANCE

	GOLD	SILVER	BRONZE
	\$10,000	\$5,000	\$3,000
Team Naming Rights	×		
Logo - Team Jersey Back	×		
Logo - Team Jersey Shoulder		×	
Logo - Team Pants			×
Game Day Promotions	×		
Corporate Promo VIP Nights	2	1	
100 Tickets to donate to a home game	×	×	
Primary corporate logo on all media: programs, newsletter, community calendar & all social media	×	Secondary	Tertiary
Website home page & sponsor page	×	Secondary	Tertiary
PA announcements	12 per game	8 per game	5 per game
Promo material hand outs at home games	×	×	×
Season tickets to home games	12	6	4

SPONSORSHIP AT A GLANCE

SPECIALITY SPONSOR PACKAGES

	CORPORATE A	CORPORATE B	INTERMISSION
	\$1,500	\$1,000	\$500
Company name only on helmets	×		
PA announcements	3	2	1
Season ticket	2	2	2
Banner ad on website sponsor page	×	×	×
Logo on game day program & newsletter	×	×	
Company name on 1 home & away jersey		×	
Social media awareness (Facebook & Twitter only)	×		
Intermission contest each home game			×



ADVANTAGES OF BEING A FINANCIAL SPONSOR

TEAM CLOTHING BRANDING

- Corporate logo on home and away Colts Jersey
- Corporate branding on players tracksuits and other apparel
- Colts Hats
- Giveaways with corporate logo on items

IN-STAND CONTESTS

- Lucky row giveaways, Colts Trivia, and other contests are all avenues for your company to get your product into a customer's hands.
- Coupon giveaways will bring clientele to your location

OFFICIAL WEBSITE ADVERTISING

- Logo ad, banner advertisement, and sponsor affiliate page. All of these options include links which will drive traffic to your website!

SOCIAL MEDIA ADVERTISING

- Facebook, Twitter, Instagram, Community Calendar
- Weekly updates for Colts and their sponsors

BENEFITS OF BECOMING A SUPPORTER

- Business public awareness at games and through Colts media outlets
- Recognition through branding
- Building community relations
- Loyalty from the community for supporting the community
- Supporting the development of our youth
- Offering the community an opportunity to become involved with a group of skilled young players
- Allowing the Colts to keep entry fees reasonable so that the community can have an entertaining game with the highest quality fan experience
- Self pride in supporting a local team



OUR LOCATION:

COLE HARBOUR PLACE

- 2 regulation sized ice surfaces:
Scotia 1 seats 1000 spectators,
Scotia 2 seats 300 spectators
- 2 Pools
- Meeting rooms
- Public Library
- Training / Exercise rooms
- Weekly Bingo
- Children Summer Programs





FUTURE ORGANIZATIONAL GOALS

- Our organization strives to provide guidance and mentorship to our players as they grow and develop into valuable members of our community.
- We work to develop players both on and off the ice.
- We work to build and maintain a strong bond between players, fans and businesses of the community.
- On-ice: We are building a positive culture and championship contender, while providing the best possible hockey experience for both the players and fans (at family friendly pricing)
- Off-ice: We are working to become an integral part of the community through volunteerism and community support.



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