



TNT Tornados Minor Hockey Association
P.O. Box 496
7300 Industrial Parkway
Alliston, ON L9R 1V7

Dear Potential Sponsor;

As quickly as one hockey season ends, planning for the new season begins. A great amount of time and effort is required to plan for each new season and the hard work of making sure our young players' have a valuable experience. This upcoming 2018/19 hockey season, the TNT Minor Hockey Association is excited to be taking a new direction in expanding sponsorship opportunities.

TNT Minor Hockey offers an excellent opportunity for local businesses and larger corporate partners to gain access to our players and families. We are looking for an opportunity to create partnerships that give sponsors a creative alternative to market their business and support our young athletes. We have many different levels of sponsorship that may interest you.

Our whole community benefits by supporting our local arenas, bringing out-of-town families to support our local businesses, keeping our children active and by sharing the passion for this great Canadian game. We feel that the exposure gained from sponsorship in our organization will benefit your company or place of business. We hope that you will see the benefit in supporting the players in our organization.

We look forward to representing not only TNT Minor Hockey Association but also proudly representing your business in our community. If you have any questions or require more information please do not hesitate to contact me. I look forward to hearing from you.

Thank you for your consideration and we hope you review the options available to those interested. We look forward to your support.

Agnes McLachlan
Sponsorship Director
TNT Minor Hockey
sponsorshiptnthockey@gmail.com

Sponsorship Opportunities Available

TNT HOUSE LEAGUE SPONSORSHIP

\$500 House League Team Sponsor (long term deals up to 3 years are available)

- H. L. team will be named after the sponsoring organization
- Players keep their Jerseys
- Team Picture for display at your location
- Media exposure – listed as a sponsor on the TNT Minor Hockey website.

TNT WEBSITE SPONSORSHIP

\$250 - \$500 Website Sponsor only

- Logo and link to your homepage from our main site page (limited space available)

TNT TOURNAMENT SPONSORSHIP

TNT hosts several tournament events per season, bringing almost 1,000 participants to stay, eat, and play in New Tecumseth! Be a part of the excitement and sponsor out tournament events.

Program Advertising

When you purchase advertising for our TNT Tournaments, your ad will appear in the Tournament Program. You get great exposure as these are available throughout the tournament to our participants and spectators. We encourage you to consider offering a valuable coupon to increase the effectiveness of your advertising.

TNT Tournament Gifts/Swag

The TNT Silver Stick tournament gifts are included in a swag bag presented to all players on each team participating in the tournament. We feel this is a great opportunity for area businesses to promote themselves to locals and visitors to our town.

- 800 players participating
- If you have swag, coupons, incentives or rewards you would like to donate please get in touch.
- Some examples include;
 - meal incentives to get people to come to your business
 - vouchers for meal deals
 - balls, keychains, pens/pencils etc.

More Advertising Opportunities

We want to support businesses that support our values. If your business is sports, fitness, training or team fundraising and you'd like to connect with our membership, we have options for you too! Our participants love to hear from businesses that offer services or benefits to our developing players. Some other options we are exploring are:

Become a "Preferred Service Provider"

Listing and 1 paragraph write-up for your business on our "Preferred Service Provider" page on our website with a link to your business.

TNT Insider Blast

Connect with all of our subscribed TNT Hockey Insiders directly in their email inboxes. This is a great way to advertise a special promotion, training camp, fitness program or fundraising opportunity.

You've Got Ideas Too!

We're always open to new ideas. If you have a tailor-made sponsorship program you'd like to pitch, contact our Sponsorship Director and we will try to develop a program that works for you!