



Dear Potential Sponsor:

Thank you for taking the time to consider sponsoring our youth hockey association. The Heartland Dragons Minor Hockey Association is a member of the Mississauga Hockey League/GTHL and excited to be a part of delivering a positive sporting experience for ages 4 through 18 in Mississauga!

As a not-for-profit organization, we are committed to providing a safe, sportsmanlike environment for each player to develop to his/her fullest potential as both a hockey player and as a person. *We believe hockey provides unlimited opportunities to develop dignity and self-esteem, to promote the belief that what we can achieve as a team and society is greater than that of an individual and be a catalyst to creating strong, positive and respectful young men and women.*

The Heartland Dragon Association uses all revenues solely for the promotion and execution of the above purposes and objectives. Funds received from our sponsors realize many opportunities for house league teams by offsetting the rising costs of sport and team building and augment those funds provided by our parents. By committing to be a Dragon Sweater Sponsor for a Heartland Dragons Minor Hockey team you become an integral part of our association and shaping the lives of our players. In exchange we will provide your business exposure on our website, in our social media feeds and on our Facebook page. **We are a registered charity and formal tax receipts will be provided for all monies received.**

Our hope is that you will find this information helpful and join us with your support! We are indebted to you for your consideration and appreciate your generosity. Should you have any questions please do not hesitate to contact me, I remain...

Yours very truly,

A handwritten signature in black ink, appearing to read 'Tina Rizzuto-Willan'.

Tina Rizzuto-Willan
Sponsorship Director
sponsorship@heartlanddragons.com



SPONSORSHIP PROGRAM

Premier Sweater Sponsor

\$600

- Player Sweater Name Plates
- Website Banner Advertisement
- Social Media Exposure (Facebook and Instagram)
- A personal, pre-scheduled visit to your business by our Dragon Mascot Draxx!
- Sponsorship Plaque

Dragon Fan

\$250

- Website Banner Advertisement
- Social Media Exposure (Facebook and Instagram)
- A personal, prescheduled visit to your business by our Dragon Mascot Draxx!

Sponsorship Benefits

- **Our social media presence on Instagram is what we are truly excited about!** With a steady growing audience; diverse in age and gender we will continually provide your business timely exposure during the season and the off-season. Providing us awareness of your anniversaries, celebrations or sale dates are ideal occasions for us to market for you! We are well aware of the power of the 'referral' and 'word-of-mouth' testimonials, let us help you create brand awareness to a larger diverse group as a thank you for your support!
- Local community support of youth and not only their skill development, but more importantly, their personal growth. 😊

SPONSORSHIP PLEDGE

*Your financial support is greatly appreciated.
Contributions will go directly towards defraying the cost of organized hockey in
your community!*

COMPANY NAME _____

Contact Name _____

Mailing Address _____

Telephone # _____

Email Address _____

Website _____

NAME TO BE SCREENED ONTO JERSEYS (please print clearly)

HOUSE LEAGUE TEAM

SPONSORSHIP FEE \$600

Please indicate one of the following:

_____ We wish to sponsor the following team (State age group & level)

_____ We wish to sponsor a specific player. (State player's name) _____

_____ We will sponsor any team.

_____ We would like a sponsor's plaque with the picture of our team.

Amount Enclosed: \$ _____ Cheque # _____

Please make cheques payable to Heartland Dragons Hockey Association and mail to
Heartland Dragons Hockey Association, 6850 Summer Heights Dr., Mississauga, ON
L5N 7E7

**For more information please contact: Tina Rizzuto-Willan, Sponsorship
sponsorship@heartlanddragons.com**