

UPPER MAITLAND MUSTANGS SPONSORSHIP PACKAGE



Upper
Maitland
Mustangs

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Upper Maitland Mustangs

The Upper Maitland Mustangs Association is an all girl's hockey organization for youth of all ages that is fun, inclusive, and where participants can develop and learn the skills of the game.



Upper Maitland Mustangs History

Pre-2008, the minor hockey associations of Howick and Wallace Townships both boasted girls' hockey teams. However, as populations tend to cycle up and down, both centres came to the conclusion that an amalgamation between the two centres was the only way for girls' hockey to survive, let alone flourish. With representatives from both minor hockey executives, a pilot program was run. In those two years, it became obvious that both communities were very similar in terms of team spirit, volunteerism, and genuine desire to see girls' hockey be strong and successful.

In September of 2008, a letter was sent to Howick and Wallace girls' hockey players and parents announcing the unification of the two centres. The letter also promoted a day that interested girls could give hockey a try and current players were welcome to join. The first “try-it” skate was held on September 20, 2008.

Since the “Howick-Wallace, Wallace-Howick” debate would never be settled, we explored creating a brand new identity. In February of 2009, a member suggested the “Upper Maitland” name, which was immediately supported. That same month, the organization was given Ford Motor Company’s written permission to use the Mustang Running Horse logo, and the Upper Maitland Mustangs were born! In UMM’s first year in 2010, we had players from Howick, Wallace, Listowel, Elma, Minto, and Mapleton playing and brand new jerseys were sponsored for all age groups.

Upper Maitland Mustangs Today

During the 2023-2024 season, Upper Maitland Mustangs registrants totalled 86 skaters. This was an increase of 12 skaters from the previous season. Players reside in North Perth, Howick, Minto, and North Huron with the vast majority of players residing in North Perth. Our home ice locations include Howick, Wallace, and Listowel.

Today, as girls' hockey grows exponentially across the country, we too are seeing an increase in our area. As we see this growth, we are now looking to outside sponsorship sources to help us grow the program and sustain it long term. We are very grateful to all of the sponsors that have and continue to be involved with the Upper Maitland Mustangs.

Why Sponsor Upper Maitland Mustangs?

1. We play in local arenas in Listowel, Wallace, and Howick where members of the community gather, which offers great exposure for your business.
2. We provide a social media presence as our Facebook and Instagram pages are regularly used to promote our program and will also be used to promote sponsors.
3. Our teams play throughout Southwestern Ontario where banners will be displayed to other markets.
4. We will link all sponsors from our website to your business site for continued traffic.
5. Your sponsorship will support a community presence and help to build a lasting girls' hockey program for our local region.



Where Do The Sponsorship Dollars Go?

- Helps keep registration affordable for all girls to play and enjoy hockey
- Provides funding for equipment and jerseys
- Ensures all ages and skill levels are provided with opportunities to grow within the program
- Supports the operations of the association



Sponsorship Tiers

Platinum \$1500

- Advertisement in the sponsorship section of our website
- An active link from your advertisement to your business
- Social media recognition of your business including 1 featured post and monthly mentions
- An opportunity to distribute printed material to the families of our organization
- Monthly e-news to members that will showcase sponsors
- Name and logo on banner to be displayed at all home games
- Name and logo to be displayed at any tournaments
- Recognition jersey or plaque for your business if requested

Gold \$1000

- Advertisement in the sponsorship section of our website
- An active link from your advertisement to your business
- Social media recognition of your business including 1 feature post and 4 other mentions
- Quarterly e-news email to recognize sponsors
- Name and logo on banner to be displayed at all home games
- Name and logo to be displayed at any tournaments

Silver \$500

- Advertisement in the sponsorship section of our website
- An active link from your advertisement to your business
- Social media recognition twice during the season

Bronze \$250

- Advertisement in the sponsorship section of our website
- An active link from your advertisement to your business
- Social media recognition at season end for all sponsors

Any other donation amount is welcome and will be used to help further girls' hockey in our local area!

Three Year Commitment is Optional at the Platinum and Gold Tier

By committing to a 3 year agreement, our organization will commit to speaking with you directly about extra sponsorship opportunities. Your sponsorship dollars would be used for major ticket items such as equipment, jerseys, tournament hats, gifts, etc.

Social Media

- [Facebook](#)
 - [Instagram](#)
-

Contact Us

For further information, please reach out to our Director of Corporate Sponsorship, Jason Snider at sponsorship@uppermaitlandmustangs.com

<https://uppermaitlandmustangs.com>



Sponsorship Agreement

I/We _____, agree to sponsor the Upper Maitland Mustangs Girls' Hockey Organization for the 2024-2025 season.

We agree on the _____ tier in the amount of \$_____.

Dated this _____ day of _____.

Signed, on behalf of sponsor

Three Year Commitment is Optional at the Platinum and Gold Tier

By committing to a 3 year agreement, our organization will commit to speaking with you directly about extra sponsorship opportunities. Your sponsorship dollars would be used for major ticket items such as equipment, jerseys, tournament hosts, gifts, etc.

We further agree to a 3 year agreement in the above amount at the beginning of each hockey season.

Signed, on behalf of sponsor

Sponsor Name: _____ Contact Person: _____

Telephone: _____

Email Address: _____

Invoice Required (Y/N): _____

Mailing Address: _____

Please complete agreement and return with logo no later than September 1st.

Please return to sponsorship@uppermaitlandmustangs.com