

# **Lambeth Lancers Hockey Club**

**SOJHL**



[www.lambethlancers.com](http://www.lambethlancers.com)

**Official  
Sponsorship  
Package**



The Lambeth Lancers  
of the  
Southern Ontario Junior Hockey League

under the ownership of Roop Chanderdat\* and Scott Dart\* have strived over the past two seasons to build an organization who's priority is serving youth. The Lancers hockey club provides an opportunity for hockey players aged 16 – 21 years of age to extend their competitive hockey career after their minor hockey days are exhausted. With a strong local flavor, the Lancers provide a safe, fun "players first" approach to the game. Our mandate is to structure a program in which the players on our roster can look back on their experience in Junior Hockey as the best years of their lives before moving into adulthood. Our players learn teamwork, discipline, results of effort, perseverance and social responsibilities within the camaraderie of a shared team experience. Some of the aspects of our program that puts our players and staff into direct contact with the community where we all benefit from the experience are..... volunteering of time to assist in minor hockey programs as instructors and mentors, attending school functions such as the Christmas concert at A.E. Duffield School, inviting minor hockey players and teams to participate in our game day preparations, mentoring of minor hockey coaches, allowing minor hockey teams to have the experience of the atmosphere of a higher level of hockey by lending them our dressing room for important games etc. We hope this year to institute even more community involvement into our programs with our "adopt a player" program and seniors program. See below the comment from A.E. Duffield School regarding their experience with Lancer players.

*" I just wanted to express my sincere thanks for bringing some of the Lancers players to our school production last night. Having the hockey players interacting with the children by selling raffle tickets and signing autographs was the highlight of the evening for most of the kids (and parents too). Thank you as well for handing out game tickets, I hope this brings even more of our community out to support the Lancers at the arena! The young men that came to represent your team were delightful, courteous, and fantastic role models for our students. I hope you won't mind that I contact you if there is any other opportunity for our organizations to work together."*


*Sincerely,  
Tracy Lagoda  
A.E. Duffield School Council*

The Lancer players are expected to present themselves as ambassadors and role models at all times, both on and off the ice. The Lancers play clean, respectful, entertaining hockey that starts the process of the young players who follow the Lancers to strive to one day walk in the current players footsteps and one day be a Lancer themselves. On a more fundamental level the Lancers provide high quality hockey entertainment to local fans that they can be proud of. Over the past couple of seasons we have received several positive comments on the style and level of play of our team. The Lancers are a non-profit organization whose sole purpose is to serve youth. We would appreciate your taking the time to review this package in it's entirety. As you know running any program of this magnitude is an expensive venture. Any help you could offer us would be greatly appreciated.

Thank You for taking the time to consider this,  
The Lambeth Lancers Hockey Club

\* Scott Dart and Roop Chanderdat also own the London Majors Baseball Team and the Petrolia Jets Hockey Team  
Scott works for the TD Waterhouse and Roop is the owner of Roop Chanderdat & Associates  
(an industrial hygiene, environmental and health & safety consulting firm)



<b><u>SPONSOR CATEGORY</u></b>	<b><u>LEVEL</u></b>
Program Ad	\$100-\$500
Game Night Sponsor	\$500
Jersey Sponsor (Home and Away)	\$500 (pair)
Web Page Advertising	\$250 - \$1000
Ticket Sponsor 	\$1,500
Board Sponsor	\$1,200 (+ Initial \$810 set up fee)
Sponsorship Variety Pack	\$1000-\$2400

**All prices subject to 6% GST**

- All graphics, photos, ads must be supplied in EPS or equivalent format, or all design charges will be passed on at cost (or a lesser quality ad may be produced ie. Scanned copy of a business card).
- \*\* All sponsors are welcomed & encouraged to renew/extend their current sponsorship prior to the current year's playoffs. We will offer a renewal/extension with a 5% discount (off original price). Thus, also guaranteeing your current spot(s). (ie Jersey)

Contacts:	<b>Andrew Turner</b>	<b>John Wigle</b>
Email:	<a href="mailto:andrew@lambethlancers.com">andrew@lambethlancers.com</a>	<a href="mailto:jwigle@lambethlancers.com">jwigle@lambethlancers.com</a>
Cell:	519-495-5250	519-870-3045



**Program Sponsor** (Web Card included on sponsors page) **\$100 - \$500 + Gst**

- A Business card sized ad in our program (1/8 page) **\$100 + Gst**
- ¼ page sized ad in our program **\$150 + Gst**
- ½ page sized ad in our program **\$225 + Gst**
- Full page sized ad in our program **\$500 + Gst**

**\*\* Add a web 'Link' for \$250 (sponsors page)**

**Game Night Sponsor** **\$500 + Gst**

Each specific 'Home' game night is eligible for a company to purchase the rights to use the facilities for company themed nights. This will be your night. 20 tickets will be made available for the Lancers game. The company will also be allowed to set up a 'booth' for advertising/promotions. We will also do PA announcements indicating the Sponsor Company. There will be an Opening Face off ceremony with a presenter from the company present. We will pass out a company 'flyer' (that is deemed acceptable by the Lancers prior to the game) with each paid admission to fans. Meet the players after the game. Your Company name and logo will appear on all 'Game day line-ups', A web card with 'Link' (sponsors page), Team photo. This sponsorship will cover the ice time costs of one game for the Lancers. (additional tickets will be made available at a reduced price)

**\*\* Nights are on a 'First Come First Serve' basis.**

**Web Page Sponsor** **\$250 - \$1000 + Gst**

Exclusive advertising on designated web page. Must be in conjunction with specifics on our page. No flashing pages permitted. Ad will be 'linked' to sponsor company web page.

**[www.lambethlancers.com](http://www.lambethlancers.com) receives over ½ million hits per month on average!**

**Pages available are:**

Home Page –	1 of 4 spots at bottom of page (4 available)	\$1000
Game Center Page –	1 of 4 spots at bottom of page (4 available)	\$750
Team Page (Lancers Lineup) –	1 of 4 spots at bottom of page (4 available)	\$250
Sponsors Page –	1 of 4 spots at bottom of page (4 available)	\$500
Minor Hockey Page –	1 of 4 spots at bottom of page (4 available)	\$250
Contact Page (Contact Lancers Staff) –	1 of 4 spots at bottom of page (4 available)	\$250
Tickets Page –	1 of 4 spots at bottom of page (4 available)	\$500



### **Jersey Sponsor** (Home and Away)

**\$500 + Gst per pair**

- Your company name will be on the back of a home or away jersey or both.
- A web card with 'Link' (sponsors page)

### **Board Sponsor**

**\$1,200 + Gst (+ \$810 initial set up fee)**

- Limited space is available
- Once you have reserved your spot, it is yours for as long you want it (subject to yearly renewal)
  - The arena services a large geographical area that includes the City of London  
The league (SOJHL) reaches include eight teams within 1 ½ hr drive from the arena
    - Your advertisement will reach thousands of people
      - \*The arena plays host to the following groups
        - Lancers fans for home games
        - Fans of Lambeth Minor hockey
        - Figure skating events
        - Recreational League Hockey
- Board description: 84" x 30" Unobstructed view, Full Color. ALL SIGN MAINTENANCE IS INCLUDED
  - You will receive 2 season passes to all home games
    - A web card with 'Link' (sponsors page)
      - A team photo



### **Ticket Sponsor** (limited to one sponsor)

**\$1,500 + Gst**

- Your Company name & information, along with a 'promo' will appear on game day tickets (reverse side)
  - Included will be 2 season passes to all home games
- You will have a half page ad in the program, and a web card with 'Link' (sponsors page)
  - Team photo



## Sponsorship Variety Packs

### Sponsorship Pack #1

Business Card ad and 'Link' (\$350)  
½ page program ad (\$225)  
Sweater bar sponsor (\$500)  
(1 Home & Away)

= \$1075

*Limited to the number of available jerseys!*

**\$1000.00**

### Sponsorship Pack #2

Business Card ad and 'Link' (\$350)  
½ page program ad (\$225)  
Lancers T-shirt's w. logo (\$500)

= \$1075

*Limited to 1 sponsor!*

**\$1000.00**

### Sponsorship Pack #3

Business Card ad and 'Link' (\$350)  
½ page program ad (\$225)  
Rink Board (\$1200/\$2010)

= \$1775 or \$2585

**\$1650.00 or \$2400.00**

### Sponsorship Pack #4

Business Card ad and 'Link' (\$350)  
½ page program ad (\$225)  
Game Night Sponsor (\$500)

= \$1075

**\$1000.00**




## SPONSORSHIP AGREEMENT

Parties Involved: (A) \_\_\_\_\_ Date: \_\_\_\_\_

(B) Lambeth Lancers Hockey Club

The Recipient Will Provide the following: Check the Appropriate Box(s)

- Program Ad:  (1/8page) \$100  (1/4page) \$150  (1/2page) \$225  (Full page) \$500
- Game Night Sponsor:  \$500
- Web Page Sponsor:  Home Page \$1000  Game Center Page \$750
- Sponsor Page \$500  Team Page \$250
- Prospect Page \$250  Contact Page \$250
- Tickets Page \$500
- Jersey Sponsor: (home and away) \$500
- Board Sponsor: \$1200 + set-up fee \$810
- Ticket Sponsor:  \$1500
- Sponsorship Variety Pack #1 \$1000
- Sponsorship Variety Pack #2 \$1000
- Sponsorship Variety Pack #3  \$1650 (renewal)  \$2400 (new)
- Sponsorship Variety Pack #4 \$1000

The Sponsor will Provide the following:

1. \_\_\_\_\_ + 6% GST \_\_\_\_\_ = \$ \_\_\_\_\_  
To be enclosed with this signed agreement, in the form of a cheque or money order made payable to:  
"Lambeth Lancers".
2. Artwork, Graphic Design and Company Information necessary to produce advertising materials.  
Other (Please Specify) \_\_\_\_\_

**LANCERS**

Marketing & Promotions Manager

Print \_\_\_\_\_

Sign \_\_\_\_\_

**SPONSOR**

Company Representative

Print \_\_\_\_\_

Sign \_\_\_\_\_



# Lambeth Lancers Junior Development Hockey Club

## Sponsor Information Form

**Please Complete and Return to:**

Andrew Turner  
184 Parkview Drive  
Strathroy, ON  
N7G 4B9  
Email: [andrew@lambethlancers.com](mailto:andrew@lambethlancers.com)

Company Name: \_\_\_\_\_

Company Address:  
(Complete, including postal code) \_\_\_\_\_

Company Phone Number: \_\_\_\_\_

Company Fax Number: \_\_\_\_\_

Company Email Address: \_\_\_\_\_

Company Web Site Address: \_\_\_\_\_

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Contact Name: \_\_\_\_\_

Contact Address:  
(Complete, including postal code) \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Contact Fax Number: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

Please provide a business card & graphics you would like used in your advertisement, preferably in electronic form (EPS format or equivalent) with your completed copy of this form.