



Dear Members of Our Community,

I am writing to you seeking potential sponsorship for Burton Hockey Academy programs. The main objective of Burton Hockey Academy is to allow the opportunity for youth in the Sarnia/Lambton and surrounding area to be introduced and further develop their ability in the sport. With the numerous costs involved in being an ice hockey player, Burton Hockey Academy wants to help bring cost efficient programs that help diminish the overall cost per player, while still providing a high level of coaching and training.

Over our first few seasons, the response has been immensely positive. However, I believe there is room for great advancement as not all needs are being met. Hockey, at the moment, is far from an all-inclusive sport—especially as you advance further into development—and a primary goal that remains untapped is providing equal opportunity to everyone. This includes having a means of supplying ice time, acquiring resources, providing equipment, and covering cost(s) for registration within our program and minor hockey.

If you and/or your business have any desire in becoming a sponsor, please contact me through my information provided below. I have included a page with the Sponsorship Packages available. If you have any questions, please feel free to inquire.

Thank you for your time and consideration.

Sincerely,

*BJ Burton*

**Bradley Burton**

Founder | Director

Burton Hockey Academy

[burtonhockeyacademy.ca](http://burtonhockeyacademy.ca)

226-402-2899 | [burtonhockeyacademy@gmail.com](mailto:burtonhockeyacademy@gmail.com)



## What is Burton Hockey Academy?

Burton Hockey Academy is a Not-For-Profit program designed for youth to develop their skills, knowledge, and love for the game of hockey in a safe learning environment.

## What does Burton Hockey Academy Offer?

Currently, the program offers low-cost camps in order to further develop fundamental skills in hockey. The program generally falls on P.D. Days, Christmas Break, March Break, weekends, and Summer Break and can consist of drills, small ice games, scrimmages, and other fun ways to teach/learn the game. BHA also ventured into spring hockey this year—running two teams that represented the Academy at different tournaments in Ontario.

## What is next for Burton Hockey Academy?

Going forward the goal is to become a more standard form of learning the game; whether it is used as an alternative or secondary form in our client's platform. Continuing to implement cost efficient usage of resources and developing steady sponsorship is a huge factor in making the program succeed—in the attempt to keep providing reasonable rates for camps while increasing our reach and workload. On top of delivering a low cost to customers, taking the next step in achieving the objective of making hockey an all-inclusive sport, the aim is to provide equipment and camps for under-privileged youth. Through sponsorship, these camps will allow the opportunity for youth to try the game—who would otherwise potentially never have the chance. Furthermore, through funding, another goal is to help cover cost(s) of registration within our own programs and minor hockey.

## Our Sponsorship Packages:

- **Diamond** – (\$10,000+) (1 Only)
  - Prominent placement of logo incorporated on Uniforms/Apparel (if desired)
  - Special Guest at Sponsors Dinner (5 Invitations w/ +1)
  - Recognition of Support on Website, Social Media, Ads, etc.
- **Platinum** – (\$7,500--\$9,000) (2 Only)
  - Placement of logo incorporated on Uniforms/Apparel (if desired)
  - Special Guest at Sponsors Dinner (4 Invitations w/ +1)
  - Recognition of Support on Website, Social Media, Ads, etc.
- **Gold** – (\$5,000--\$7,499)
  - Invitation to Sponsors Dinner (3 Invitations w/ +1)
  - Recognition of Support on Website, Social Media, Ads, etc.
- **Silver** – (\$2,500—\$4,999)
  - Invitation to Sponsors Dinner (2 Invitations w/ +1)
  - Recognition of Support
- **Bronze** – (\$1,000--\$2,499)
  - Invitation to Sponsors Dinner (1 Invitation w/ +1)
  - Recognition of Support
- **Contributor** – (\$100--\$999)
  - Recognition of Support