

# **Edmonton Elite Football Club**

Sponsorship Package

2021 Season



**EDMONTON  
ELITE**



To whom it may concern,

The Edmonton Elite Football Club is a non-profit semi-professional men's football team. We are proud members of the Alberta Football League (AFL) and Canadian Major Football League (CMFL). The AFL affords athletes, new and experienced, the opportunity to continue, advance or start their careers in a competitive, full contact league which spans across Alberta. The AFL prides itself on giving athletes the opportunity to continue to achieve their goals within the realm of football. A number of athletes have made the leap from the AFL to the Canadian Junior Football League (CJFL) or USports (University Football). Athletes have also made the transition from the CJFL, USports or other football leagues to the AFL and eventually into the Canadian Football League (CFL). As a member of the CMFL, there is an annual opportunity to compete at the national level for the CMFL National Championship against a team from the Northern Football Conference (NFC) based in Ontario and Quebec. The National Championship is hosted on a rotating year to year basis between the winner of the NFC and AFL. A sponsorship established with the Edmonton Elite Football Club could see your company and brand spanning a much larger market and demographic.

We are seeking your support and donations, to assist with our 2021 season in the AFL. Providing a semi-professional environment brings about some large expenses in the form of, but not limited to; field rentals, officials, player and practice equipment, player insurance, travel, accommodations, team issued swag and team jerseys to list a few. With your help, the Edmonton Elite Football Club can build a football community dedicated to thriving, both on the field and within the greater Edmonton area.

The current situation of COVID-19 has caused the AFL to cancel the 2020 season. Where a typical sponsorship starts and ends on the date of payment received to the same date the following year, (Example. October 1st, 2020 to October 1st, 2021) any sponsorship secured (with payment received) prior to October 1st, 2020 will see your sponsorship through to December 31st, 2021.

### **How can you support the Edmonton Elite Football Club?**

There are multiple ways to show your support of the Edmonton Elite Football Club;

- Monetary donations to become an official team sponsor (options listed below).
- Product donations to the team to be displayed, given away or raffled off.
- Service donations to be utilized by the team or to be displayed, given away or raffled off.
- Purchase discounts to our team members, family and community.
- Any other way you'd like to be involved.



## What's in it for you?

Your potential support will reach across Alberta as the Edmonton Elite Football Club takes on opponents in the following areas; Red Deer, Peace Country (Grande Prairie / Peace River), Airdrie, Calgary, Fort McMurray and Cold Lake. As well as nationally, if and when the team is to reach the National Final to be hosted in Alberta for the 2021 season with players coming from Ontario and Quebec.

Other perks include, but not limited to;

- Being involved in the local athletics community.
- Several marketing opportunities, across Alberta and nationally.
- Position your organization with diverse demographics
- Requesting players and staff to be present at your business' events.
- Promotion on our website and all our social media platforms.

## Upcoming Major Club Activities you can be a part of:

There are many opportunities and activities to be apart of this upcoming season;

- Main Training Camp – May 14th,15th & 16th, 2021
- Various fundraising events/campaigning 1 – Open Event Plan
- Home Opener – TBD
- Home Game 2 – TBD
- Various fundraising events/campaigning 2 – Open Event Plan
- Home Game 3 – TBD
- Home Game 4 – TBD
- Quarter-Finals Playoff Game - TBD
- Semi-Finals Playoff Game - TBD
- Alberta Football League Final - August 2021
- Various fundraising events/campaigning 3 – Open Event Plan
- National Championship Final - September 2021 (hosted in Edmonton if we qualify)
- Year End Wrap-up – Open Event Plan

We look forward to connecting with you to discuss how you can support Edmonton Elite Football Club and how we can support your brand and company moving forward.

Sincerely,

Edmonton Elite Football Club

EdmontonEliteFootball@gmail.com

[www.edmontonelitefootball.ca](http://www.edmontonelitefootball.ca)

Facebook: Edmonton Elite Football Club

Instagram: @EdmontonEliteFootball

Twitter: @EdmontonElitefb



## Team Sponsorship Packages

- **Edmonton Package 1: \$0-250**

- 1 Season Sponsorship.
- Advertised on the team website.
- 1 x 1 logo placed in the game day program.
- Social Media platform presence.

- **Edmonton Package 2: \$251-500**

- 1 Season Sponsorship.
- Advertised on the team website.
- Link to company website through our website.
- 1 x 1 logo placed in the game day program.
- Social Media platform presence.

- **Edmonton Package 3: \$501-750**

- 1 Season Sponsorship.
- Advertised on the team website.
- Link to company website through our website.
- 2 x 2 logo placed in the game day program.
- Two regular season tickets.
- Monthly Social Media platform presence.

- **Edmonton Package 4: \$751-1,000+**

- 1 Season Sponsorship.
- Advertised on the team website and game day handout.
- Link to company website through our website.
- 3 x 3 logo placed in the game day program.
- Announcement of company at one quarter break of home games.
- Two regular season tickets.
- Monthly Social Media platform presence.

- **Elite Package 1: \$3,000+**

- 1 Season Sponsorship.
- Advertised on the team website.
- Link to company website through our website.
- ¼ page advertisement in the game day program.
- Announcement of company at half time of home games.
- Sideline signage at home games (provided by company).
- Company pamphlets, cards or handouts available at home games (provided by company).
- Two regular season tickets.
- Two playoff Tickets.
- Bi-weekly Social Media platform presence.

- **Elite Package 2: \$5,000+**

- 1 Season Sponsorship.
- Advertised on the team website.
- Link to company website through our website.
- ¼ page advertisement in the game day program.
- Announcement of company at half time and end of home games.
- Sideline signage at home games (provided by company).
- Company pamphlets, cards or handouts available at home games (provided by company).
- Company Logo on Game Jerseys (sponsorship paid in full prior to March 15th)
- Four regular season tickets.
- Four playoff Tickets.
- Bi-weekly Social Media platform presence.



- **Elite Package 3: \$7,000+**

- 1 Season Sponsorship.
- Advertised on the team website.
- Link to company website through our website.
- 1/3 page advertisement in the game day program.
- Announcement of company at one quarter break of home games.
- Announcement of company at half time and end of home games.
- Sideline signage at home games (provided by team).
- Company pamphlets, cards or handouts available at home games (provided by company).
- Company Logo on Game Jerseys (sponsorship paid in full prior to March 15th)
- Logo printed on team clothing (with commitment prior to April 2021).
- Four regular season tickets.
- Four playoff Tickets.
- Two team fan jerseys.
- Monthly Social Media platform presence.

- **Elite Package 4: \$10,000+**

- 2 Season Sponsorship.
- Advertised on the team website.
- Link to company website through our website.
- 1/2 page advertisement in the game day program.
- Announcement of company at two quarter breaks of home games.
- Half time and end of game announcement of company name and description or motto at home games.
- Sideline signage at home games (provided by team).
- Company pamphlets, cards or handouts available at home games (provided by company).
- Company Logo on Game Jerseys (sponsorship paid in full prior to March 15th)
- Logo printed on team clothing (with commitment prior to April 2021).
- Four regular season tickets.
- Four playoff Tickets.
- Four team fan jerseys.
- Weekly Social Media platform presence.



## Edmonton Elite Sponsorship Form

Date:

Name:

Company Name:

Phone Number:

Email:

Address:

City/Town:

Postal Code:

Sponsorship package (Circle One):

Edmonton 1	Edmonton 2	Edmonton 3	Edmonton 4
Elite 1	Elite 2	Elite 3	Elite 4

Payment Option (Circle One):

Cash	Cheque*	E-Transfer**
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Email a copy of your desired company logo to [edmontonelitefootball@gmail.com](mailto:edmontonelitefootball@gmail.com) that will be uploaded to our website and added to our game day handouts.

Tax receipts will be issued upon request.

\*Cheques can be made out to Edmonton Elite Football Club.

\*\*E-Transfers can be sent to [edmontonelitefootball@gmail.com](mailto:edmontonelitefootball@gmail.com).

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### Edmonton Elite Football Club Use Only:

Date:

Sponsorship collected by:

Payment collected?:

Payment method:

Payment date received/end date:

Signature: