



To Our Valued Community,

The Prairie Storm Minor Hockey Association (PSMHA) U11 A, B and C hockey teams are pleased to be hosting our combined home tournament, and we would love to collaborate with you. Our tournament will take place over the November 14th - 16th weekend and games will be played in all three of our home ice arenas in Pilot Butte, Balgonie, and White City/Emerald Park. We will be hosting 28 teams from all over Saskatchewan, bringing more than 400 players and families to our community. Our tournament proceeds will be heavily supporting player development within our association at various levels through initiatives like additional power skating opportunities, skill building, and goalie development.

As I am sure you are aware, planning such a tournament takes time, dedication and resources. Our committee, made up of players' parents, has identified key businesses that we feel could assist us in running a successful tournament. Attached are the details regarding this year's sponsorship opportunities. There are varying levels of donations as well as a Gift In Kind donation.

We welcome you to review the corporate sponsorship package and reach out should you have any questions or would like to further discuss your business becoming a PSMHA partner this season.

Thank you, in advance, for your time and consideration.

Sincerely,

Nicki Ackerman & Jenna Johnson
Tournament Coordinators
Prairie Storm Minor Hockey Association



CORPORATE SPONSORSHIP

2025

**ANNUAL U11 A, B & C
CLASSIC TOURNAMENT**

NOVEMBER 14TH - 16TH

PRESENTED BY



**WESTERN CYCLE
SOURCE
FOR SPORTS™**





WHO WE ARE

Prairie Storm Minor Hockey Association (PSMHA) is the governing body for minor hockey for the amalgamated communities of Balgonie, Pilot Butte, White City and Emerald Park.

The purpose of PSMHA is to promote, govern and enhance hockey for the good of the players; to foster a community spirit among members, supporters and teams; to increase the interest in the game of hockey in the PSMHA; and to promote team participation, sportsmanship and equal opportunity to all registered participants relative to the game of ice hockey in the PSMHA.

Our collective philosophy is:

- To encourage and promote certain ideals in all participants: to play fairly under all circumstances and all conditions; to give opponents a fair chance and not take unfair advantage of any opponent; to win graciously and accept defeat with dignity; to show respect to the game officials.
- To love the game above the prize.
- To provide sport for the greatest number.

OUR CORE VALUES

TEAMWORK

We value the strength of learning to work together. The use of teamwork is reinforced and rewarded by success in the hockey experience. In the promotion of teamwork and the belief that what groups and society can achieve as a whole is greater than that which can be achieved by individuals.

LOYALTY

We aspire to teach loyalty to the ideals and fellow members of the game of hockey. To instill the values of honesty and integrity in participants at all times.

ENJOYMENT

It is important for the hockey experience to be fun, satisfying and rewarding for all participants.

PURSUIT OF EXCELLENCE AT THE INDIVIDUAL, TEAM AND ORGANIZATIONAL LEVELS

Each member of the organization, whether player, volunteer or staff, should seek to perform each aspect of the game to the highest level of his or her ability. In the development of life skills which will benefit participants throughout their lives.

INTEGRITY

We seek to foster honesty and fair play beyond mere strict interpretation of the rules and regulations of the game.

RESPECT FOR THE INDIVIDUAL

Treat all others as you expect to be treated. In the values of fair play and sportsmanship, including the development of respect for all people by all participants.

SPORTSMANSHIP

Foremost of all values is to learn a sense of fair play and become humble in victory, gracious in defeat. We will foster friendship with teammates and opponents alike in a positive hockey experience for all participants, in a safe, sportsmanlike environment.

LEADERSHIP

Take a leadership position in the administration and delivery of programming in minor hockey in Canada. Lead, Develop, and Promote Positive Hockey Experiences.

THE OPPORTUNITY

PRESENTING SPONSOR

\$4500

1 Available

- Tournament will be labeled as “PSMHA U11 Classic Presented by XYZ Company”
- Logo displayed on PSMHA website home page for the duration of the 2025 season.
- Logo displayed on all email/ printed communication for the tournament.
- Logo displayed on rink welcome signage located in all three rinks (White City, Balgonie, Pilot Butte) for duration of tournament.
- First right of refusal for the 2026 tournament support call-out
- Social media recognition on PSMHA social channels
- Verbal recognition throughout the tournament.
- Full page ad in our tournament program.
- Opportunity to include a promotional item, brochure, or coupon in tournament package given to each participating team/ coach.

PLAYER OF THE GAME SPONSOR

\$3500

2 Available

- Gift customized with sponsor's logo for each player of the game (approximately 120).
- Half-page ad in our tournament program.
- Social media recognition on PSMHA social channels.
- Logo displayed on rink welcome signage located in all three rinks (White City, Balgonie, Pilot Butte) for duration of tournament.
- Opportunity to include a promotional item, brochure, or coupon in tournament package given to each team/ coach.
- Logo will be displayed on PSMHA website U11 tournament landing page.
- Verbal recognition throughout the tournament.

TEAM SWAG/ TEAM WELCOME GIFTS

\$3000

3 Available

- Team gifts customized with the sponsor's logo for each team.
- Logo displayed on rink welcome signage located in all three rinks (White City, Balgonie, Pilot Butte) for duration of tournament.
- Half-page ad in our tournament program.
- Social media recognition on PSMHA social channels.
- Opportunity to include a promotional item, brochure, or coupon in tournament package given to each participating team/ coach.
- Logo displayed on PSMHA website U11 tournament landing page.



“We are excited for you to be part of a tournament that is widely known in Saskatchewan, highly sought after by teams across the province, and genuinely described as a big-city tournament with a small-town feel. As always, we are grateful for your support!”

- Chance Rogers.

Executive Director, Prairie Storm Minor Hockey Association

THE OPPORTUNITY

MEDAL SPONSOR

- Logo engraved on the backside of all medals.
- Logo displayed on rink welcome signage located in all three rinks (White City, Balgonie, Pilot Butte) for duration of tournament.
- Half-page ad in our tournament program.
- Social media recognition on PSMHA social channels.
- Opportunity to include a promotional item, brochure, or coupon in tournament package given to each participating team/coach.
- Logo displayed on PSMHA website U11 tournament landing page.



\$2500

1 Available

"BIGGEST PRIZE" RAFFLE SPONSOR (online raffle)

- Main raffle prize sponsor (purchased by PSMHA)
- Logo displayed on the online raffle landing page.
- Logo displayed on rink welcome signage located in all three rinks (White City, Balgonie, Pilot Butte) for duration of tournament.
- Logo displayed on PSMHA website U11 tournament landing page.
- Quarter-page ad in our tournament program.
- Social media recognition on PSMHA social channels.

\$2000

1 Available

SCOREBOARD SPONSOR

- Each score board will be customized to include sponsor logos – score boards displayed in all three rinks.
- Quarter-page ad in our tournament program.
- Logo will be displayed on PSMHA website U11 landing page.



\$1000

3 Available

CANDY CUP SPONSOR

- Logo displayed on candy cups for U11 A, B, and C champions.
- Name listed in tournament program.
- Name listed on PSMHA website U11 tournament landing page.
- Social media recognition on PSMHA social channels.



\$800

1 Available

STORM SUPPORTER

- Name listed in tournament program.
- Name listed on PSMHA website U11 tournament landing page.
- Social Media recognition on PSMHA social channels.

\$500

Unlimited opportunities available.

STORM FAN CLUB **\$50 - \$499**

Unlimited opportunities available.

- Name listed in tournament program.

GIFT IN KIND Unlimited opportunities available.

This will be an item of your choice to be used for our raffle table. We are grateful for any and all donations in any amount or price range.

- Name listed in tournament program.
- Opportunity to have logo displayed on raffle item card.

HOW YOUR CONTRIBUTION HELPS

First and foremost, PSMHA hosts our annual U11 tournament in November of each year. The tournament is hosted by our U11 divisions including tiers A, B and C, as well as being inclusive of all female and co-ed teams. The tournament, being popular among Saskatchewan's minor hockey, brings talent from across the province for a weekend full of amazing hockey to watch. Though the tournament is hosted by our U11 age group, the accumulated fundraising dollars are used by the association to support player development throughout the age groups spanned across U7-U18, including power skating and goalie development. This exciting tournament brings 24 teams and nearly 500 athletes and their families to our home ice, making the weekend a fantastic opportunity for our local community businesses to show their support.

PSMHA has a membership of over 500 families and nearly 1000 athletes which makes up our 50 teams spread across age divisions U7 through U18. The driving initiative behind the PSMHA is to focus on player and athlete development with an intentional focus on skill and ability as well as development in the areas of our eight fundamental values of teamwork, loyalty, enjoyment, the pursuit of excellence, integrity, respect, sportsmanship, and leadership. It is important for hockey players to focus on skill development because it can help them become more effective and successful on the ice, boost their confidence in their abilities, and allow them to better execute plays and strategies during games. With the continued support of our community, we can further develop elite athletes who will grow into well-rounded, community-focused, team leaders.

We appreciate your time, consideration and generosity as we work to ensure that participants in our home tournament have a top-shelf experience. With your support, we can continue to offer integral programming and an intentional focus on our player development.

All opportunities will be confirmed on a first-come, first-serve basis. All donations Sales of sponsorships will end on October 31st.

For further information on becoming a sponsor or making a donation, please reach out to our tournament team at tournaments@psmha.ca.

Thank you for your time and consideration.

The 2025 U11 Tournament Committee

