



# SCARBOROUGH MINOR FOOTBALL ASSOCIATION

*HOME OF TORONTO THUNDER &  
SCARBOROUGH THUNDER FOOTBALL*

*Corporate Partnership and Sponsorship Packages  
2019 Season*

SMFA

Unit 3, 710 Progress Ave.

Scarborough, ON

M1H 2X3

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# BRAND EXPOSURE



- ◉ Get exposure for YOUR brand across all mediums for 2019
- ◉ Your company name and logo on SMFA apparel and merchandise - Partner logos across the players' jerseys and coaches' apparel or merchandise for sale to members and supporters
- ◉ Your company name and logo at Birchmount Park and Mary Ward Field signage - many parents, family and supporters proudly attend our home games
- ◉ Social Media presences like Facebook - as of May 2017, SMFA has 1229 Facebook followers and this is expected to grow in 2017. Sponsorship messages, company name and logo will be displayed
- ◉ SMFA website - Your business advertisement, company name and logo will be displayed prominently on our club website. Many members check in regularly for updates as the seasons progress
- ◉ Your company name and logo will be consistently promoted with our corporate partners and sponsors through all mediums, in communications with members, to drive visibility of your brand.

“BUILDING A SPORTS PROGRAM, AGAINST ALL ODDS”



# ABOUT US

## HISTORY

- The Scarborough Minor Football Association (SMFA) was formed in 1987 as a not-for-profit organization to provide youth from 6 to 19 years the opportunity to play tackle football, in Scarborough and the surrounding areas. Our athletics program is built on discipline, and unconditional, tough love. Thunder football is not just about winning, but about building character and developing good citizens able to reach back and help others. The club fields teams in the Ontario Football Conference (OFC) in Summer and Ontario Football League (OFL) in the fall.

## PLAYERS

- For 2019, the SMFA will field 6 teams with over 250 players in total. We communicate with the players and parents through weekly email updates, Facebook and our club website. The teams comprise:
  - Atoms, ages 8 to 10
  - Peewees, ages 11 to 12
  - Bantams, ages 13 to 14
  - Junior Varsity, ages 15 to 16
  - Senior Varsity, ages 17 to 19

## LOCATION

- Home games are played at Birchmount Park Stadium and Mary Ward Collegiate in Scarborough. Teams also play away games across eastern Ontario

# BUILDING FOR THE FUTURE



- ◉ Our ongoing goal is to provide broader access to as many Scarborough youths, as possible. Expanding access for at risk youth is a key part of this. The SMFA partners with different children's agencies to register at risk youth - to help develop the structure and discipline they will need to be successful in life.
- ◉ At risk or not, the SMFA aims to develop and hone all players' technical skills, game sense, ability to deal with pressure and a sense of belonging to something bigger than themselves.
- ◉ A longer term goal is to move from our shared location to a true clubhouse, a safe and accessible place for youth to train and bond as teammates.



# ALUMNI SUCCESS



- Thunder football has enabled many young men to further their academic pursuits at top level educational universities and colleges across North America. Our alumni have earned places at each of the institutions below:

Abilene Christian	Lon Morris College	St. Francis Xavier University	University of Regina
Acadia University	McMaster University	Stanford University	University of Saskatchewan
Adrian College	McGill University	Tallahassee Community College	University of Southern California
Arizona State University	Mesa Community College	Texas Christian University	University of Tennessee
ASA College	Miami University of Ohio	University of Akron	University of Toronto
Bishop's University	Michigan State University	University Of Alabama	University of Waterloo
Carleton University	Mount Allison University	University of British Columbia	University of Western ON
Chabot College JC	New Mexico Military JC	University of Central Florida	University of Windsor
City College of San Francisco	New Mexico State University	University of Concordia	Valley City State University R.I.P
Columbia University	North Carolina State University	University of Guelph	Villanova University
Dalhousie University	North Western University	University of Houston	Wake Forest University
Dodge City Community College	Northeastern State University	University of Liberty	Waldorf College
Harvard University	Norwich University	University of Manitoba	Weber State University
Iowa State University	Queens University	University of Memphis	West Virginia University
Iowa Western Community College	Rhode Island University	University of Miami	Western Carolina University
Kansas State University	Saint Mary's University	University of Nebraska	Western Reserve Academy
Lincoln University	Savannah State University	University of Ohio State	Wilfred Laurier University
LIU Brooklyn	Simon Fraser University	University of Ottawa	York University

- In addition, many Thunder players have gone on to play on professional sports teams.
- The SMFA's ability to develop top class players is unparalleled in Ontario.**

*Thunder Alum & San Diego  
Chargers OG, Orlando  
Franklin speaking to  
Thunder players  
Summer 2015*





# CORPORATE PARTNER: JERSEY SPONSORSHIP - OFC LEVEL



- Your Business name & Logo displayed on the front of game jerseys of an OFC Varsity team (Bantam, Junior Varsity or Senior Varsity).
  - *Average team size is over 50 players.*
- Package includes:
  - Two major signs in prominent position along fence line at home games. Your company logo and business names would be displayed on high quality signs or banners.
  - Company Logo, Advertising and Website link on the Club Website and Facebook
  - One Thunder Football jersey
  - Four memberships offering FREE ENTRY to ALL home games
  - Two tickets to the year-end Player and Volunteer Banquet & Awards presentation

- Fee: \$5,000



# CORPORATE PARTNER: JERSEY SPONSORSHIP - OFC/OFL LEVEL



- ◉ Your Business name & Logo displayed on the front of game jerseys of an OFC Minor team (Atom or PeeWee).
  - *Average team size is over 30 players who play in both Summer and Fall programs*
- ◉ Package includes:
  - Two major signs in prominent position along fence line at home games. Your company logo and business names would be displayed on high quality signs or banners.
  - Company Logo, Advertising and Website link on the Club Website and Facebook
  - One Thunder Football jersey
  - Four memberships offering FREE ENTRY to ALL home games
  - Two tickets to the year-end Player and Volunteer Banquet & Awards presentation
- ◉ Fee: \$4,000



# CORPORATE PARTNER: APPAREL SPONSORSHIP



- Your Business name & Logo displayed on the front of official apparel for the summer and fall seasons.
  - All teams
- Package includes:
  - One major sign in prominent position along fence line at home games. Your company logo and business names would be displayed on high quality signs or banners.
  - Company Logo, Advertising and Website link on the Club Website and Facebook
  - Two memberships offering FREE ENTRY to ALL home games
  - Two tickets to the year-end Player and Volunteer Banquet & Awards presentation
- Fee: \$2,000





# SIGNAGE SPONSORSHIP



## PREMIUM PACKAGE

- Package includes:
  - Two major signs in prominent position along fence line at home games. Your company logo and business names would be displayed on high quality signs or banners.
  - Company Logo, Advertising and Website link on the Club Website and Facebook
  - One Thunder Football jersey
  - Two memberships offering FREE ENTRY to ALL home games
  - Two tickets to the year-end Player and Volunteer Banquet & Awards presentation
- Fee: \$800

## STANDARD PACKAGE

- Package includes:
  - One major sign in prominent position along fence line at home games. Your company logo and business names would be displayed on high quality signs or banners.
  - Company Logo, Advertising and Website link on the Club Website and Facebook
  - Two tickets to the year-end Player and Volunteer Banquet & Awards presentation
- Fee: \$500

# CUSTOM SPONSORSHIP



## OPTIONS:

- ◉ The SMFA values any contribution that your organization can make.
- ◉ Other support options include:
  - Sponsoring an OFC player, 13 to 19 years - \$750
  - Sponsoring an OFC or OFL player, 8 to 12 tears - \$550
- ◉ In addition, you can partially sponsor one or more players
- ◉ Fund specific items such as equipment bags or training track suits for a team or teams.
- ◉ We are happy to work with you to build a partnership that is mutually beneficial.



THANK YOU FOR YOUR  
CONSIDERATION!

Scarborough Minor Football Association