

PROPOSAL

FOR

TOWN OF YARMOUTH

THE MUNICIPALITY OF THE DISTRICT OF YARMOUTH

MUNICIPALITY OF ARGYLE

(OWNERS OF MARINERS CENTRE)



TO SUPPORT AND PARTNER WITH THE YARMOUTH MARINERS
HOCKEY CLUB (Society) BY WAY OF A JOINT SPONSORSHIP



YARMOUTH MARINERS
HOCKEY CLUB
SOCIETY # 4443162

1 NOVEMBER 2024

Jeff Gushue, CAO Town of Yarmouth, Victoria Brooks, CAO Municipality of the district of Yarmouth
Alain Muise, CAO Municipality of the district of Argyle

Greetings everyone,

I have chosen this format so I could better articulate our proposal , but I respectfully request a meeting with you as a group for further discussion and clarification. I have prepared this book to better explain and outline the sponsorship being proposed as a discussion document. I am available from Monday to Thursday next week.
Appreciate your earliest response.

Sincerely,

Keith Condon
Director of Business
902 749 6060 or kcondon@yarmouthmariners.com

WE BELIEVE THIS WILL SPONSORSHIP PACKAGE WILL SEND A STRONG MESSAGE TO THE LEAGUE, FANS AND ALL FOLKS WATCHING FROM AWAY, THAT THE OWNERS OF THE RINK ARE GENUINELY SUPPORTIVE AND TRUE PARTNERS WITH THE TEAM.

This proposal would be considered as one, and therefore is a **Diamond Plus sponsorship.**

Package includes:

- Top Billing as one of two major sponsors
- Prominent signage for each unit in Arena 1
- Inclusion in our Social Media presentations
- Sponsor book with links to individual web sites
- Exposure on FloHockey (Hockey TV)
- Announcements during game
- Packages of season tickets/skybox to be discussed



SIGNAGE PLANNED IS AS FOLLOWS:

Certain space(s) in Arena 1 have been determined to be “Partnered Space” with shared profits on an agreed formula. One such space is to be launched soon is the area beside the big screen.

Several 4 ft X 8 ft - 1” aluminum frames will be mounted “off the wall” with custom signage. Three of these spaces have been reserved for this proposal. These signs have been tastefully designed and manufactured by Tri-Star Industries (all costs are to the team).

COST OF THIS DIAMOND PLUS SPONSORSHIP IS \$35,000

to be shared between the Town and two Municipalities. Part of this cost, **\$4,500** will be paid to the Mariner’s Centre under the terms of the contract for the Partnered Space agreement.

The remainder \$30,500, could be credited to the Mariner’s Centre contract saving unnecessary invoicing and exchange of tax.

THE FOLLOWING PAGES WILL SHOW INDIVIDUAL SIGNS FOR EACH UNIT (APPROX THE SIZE OF A BOARD SIGN) AND A MOCKUP (TO APPROX SCALE) OF THE FINISHED PRODUCT USING A PHOTO OF THE ARENA.



THE POSITION OF THESE SIGNS WILL GIVE MAXIMUM EXPOSURE IN THE HOME GAMES AND ON TV FOR AWAY GAMES.

Yarmouth

ON THE EDGE OF EVERYWHERE

PARTOUT, À PARTIR D'ICI





MUNICIPALITY OF THE DISTRICT OF
YARMOUTH
truly connected



Municipalité d'
Argyle
Municipality



JOIN US FOR
COOP IN PROGRAMS
DAY CAMPS
BIRTHDAY PARTIES
YOUTH PROGRAMS
KARATE & JUDO
AND MORE!
\$9.99



Advertisements along the boards: **Carstar**, **UNIGLASS**, **Chevrolet**, **LITTLE**, **Sobey's**, **Joe's**, **Corning**, **749-1600**, **CANADIAN TIRE**, **LEVEL**, **742-6454**, **Ray's Towing**, **740-6666**, **PLEASANT**, **SOUTHWEST**

