

SPONSORSHIP PACKAGES



"Supporting Our Team, Strengthening Our Community"

The Calgary Raiders Jr A Lacrosse Club invites you to be part of an exciting 2025 season by partnering with us through our sponsorship program. With a rich competition history and a steadfast commitment to excellence, we are focused on developing elite athletes while fostering a strong sense of community. Our sponsorship packages provide valuable exposure for your brand while supporting the team's journey throughout the season. By partnering with us, your business will gain visibility among our passionate fanbase, benefit from multi-channel promotion, and demonstrate a commitment to local sports development.

Join us and become a vital part of the Raider Nation!



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Fan Zone \$7,500

Elevate fan engagement and create memorable experiences by becoming our **very first and exclusive** Fan Zone Sponsor. This premium sponsorship places your brand at the heart of our fan community, ensuring direct interaction with fans at all home games.

- Your sponsorship includes:
 - Prominent branding within the Fan Zone at Max Bell.
 - "Proudest Fan of the Game" presentation at each home game, recognizing an outstanding fan with your brand.
 - Logo placement on our brand-new website
 - Recognition on our social media channels throughout the season, including a dedicated Fan Zone sizzle reel video at the end of the year for your brand.
 - Inclusion in the printed home game program.
 - Two reserved seats in the Fan Zone for each home game.
 - An official framed & signed team jersey.
 - Opportunities for interactive fan activations to boost brand engagement.



Jersey \$7,500

Put your brand in the spotlight by sponsoring the official Calgary Raiders jerseys. This premium sponsorship offers season-long visibility and direct brand association with the team on and off the floor. Your logo will be prominently placed on the front left chest area of each player's jersey, ensuring **consistent exposure** at every game.

- Your sponsorship includes:
 - Logo placement on all player jerseys for the entire season
 - Recognition on our social media channels throughout the season.
 - Logo placement on our brand-new website.
 - Inclusion in the printed home game program.
 - Onsite shoutouts during the game to engage live audiences.
 - Logo visibility during live game feeds, highlight reels, and player photos.
 - An official framed & signed team jersey.



Helmet \$3,000

Gain unparalleled visibility with a front-and-center helmet decal on every Calgary Raiders player. This high-exposure sponsorship ensures your brand is prominently displayed in every game, media coverage, and fan content.

- Your sponsorship includes:
 - Logo placement on the front of every player's helmet for the entire season.
 - Recognition on our social media channels throughout the season.
 - Logo visibility during live game feeds, highlight reels, and player photos.
 - Inclusion in the printed home game program.
 - An official framed & signed team jersey.



Game \$2,500

Support grassroots lacrosse and increase community engagement by sponsoring a home game. Your sponsorship will provide **free entry for all fans**, making the game more accessible while giving your brand prominent exposure across multiple platforms.

- Your sponsorship includes:
 - Recognition on our social media channels before and after the game.
 - Logo placement on our brand-new website.
 - Inclusion in the printed home game program.
 - Onsite shoutouts and logo display on the live game feed.
 - "Player of the Game" presentation featuring your brand, with a social media post and player photo.
 - An official framed and signed 2025 team jersey.
 - First right of refusal to sponsor additional playoff games.

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Fuel the Players

\$250 /game

\$3,500 /season

Fuel our athletes and show your community spirit by sponsoring game-day snacks. Your brand will be associated with supporting player performance throughout the season.

- Your sponsorship includes:
 - Onsite shoutout at sponsored game.
 - Recognition on our social media channels and website.
 - Inclusion in the printed home game program.

Hardest Worker

\$200 /game

\$2,500 /season

Celebrate determination by sponsoring the "Raiders Hardest Worker" award. This exclusive sponsorship recognizes a standout player at each game (15 games in the regular season).

- Your sponsorship includes:
 - Branded presentation of the "Hardest Worker" award with a social media recognition of the player and your logo.
 - Inclusion in the printed home game program.

Fan Giveaways

\$1,000 or

100 items /game

Boost fan engagement and showcase your brand by sponsoring our fan giveaways. Each of our home game will features a special giveaway where 100 fans receive a branded item to take home - putting your business directly into their hands. You can participate in one of two ways:

- **Monetary Contribution:** Provide us with \$1,000 and we will source, brand, and distribute 100 giveaway items on your behalf.
- **Branded Item Donation:** Supply 100 identical branded items, and we will distribute them to fans during a game.

Your sponsorship includes:

- Distribution of 100 branded items at a home game
- Recognition on our social media channels and website.
- Onsite shoutout at sponsored game.

Game Program Advertisements

Advertise your business in our printed game programs distributed at all home games. Your message will reach our engaged fanbase while supporting the Calgary Raiders.

- **Quarter Page Ad:** \$100 for 1 game | \$600 for the season
- **Half Page Ad:** \$200 for 1 game | \$1,200 for the season
- **Full Page Ad:** \$300 for 1 game | \$2,000 for the season

In-Kind Sponsorship

Offer products, services, or special promotions to support the team while gaining brand exposure. This flexible option is perfect for businesses looking to engage our community in unique ways.

Your sponsorship includes:

- Promotion of your business across social media and our website.
- Inclusion in the printed home game program.

Custom Sponsorship Tailored to Your Goals

Looking for a personalized sponsorship experience? We offer custom packages designed to align with your brand's objectives and budget.

Your sponsorship includes:

- Bespoke activations tailored to your needs.
- Recognition across our social media channels, website, and game-day experiences.

For sponsorship inquiries, please call Andrew McBride at 403.512.6590 or email at triumphlax@gmail.com