

# Welcome Package

## 2024-25



# Welcome To The Huron-Perth Lakers!

Congratulations on being selected to represent one of our Lakers Teams for the 2024-2025 hockey season.

This Welcome Package has been put together to work in conjunction with our Tryout Package to deliver important information about our organization to our membership. This package also provides your family with important fundraising information and tools to help in the process of gathering sponsors. Please read this package carefully as it should be able to answer the most common questions we receive.

Please review the Fundraising and Sponsorship Program. In reference to the Banner and the Player Webpage, it is important that you complete your involvement and submit to your Team Manager, Web Master, and Treasurer by the appropriate dates.

Cheques by your sponsors are made payable to your team's account name. The Fundraising and Sponsorship programs assist you with the costs associated with registration and team fees throughout the season.

Laker Day will be on **Saturday October 26<sup>th</sup>** in St Marys. All our teams will play a league game on this day against other Alliance competition. Laker's gear will be available for you to purchase at the Pyramid Recreation Centre.

Our **11th Annual Great Lakes Cup** will be held on **January 17<sup>th</sup>-19<sup>th</sup>** in Stratford, Ontario. Teams from across North America will compete in the U12 and U14 age categories.

Please encourage family and friends to attend your games all year and cheer on the Lakers. There is no admission cost to attend any Alliance Hockey League or Post-Season game.

The Lakers Executive holds monthly meetings to manage and assess the organization's progress. The Minutes from these meetings will be documented and are available to all members upon request.

In closing, the Executive welcomes you to our AAA Hockey Club. We hope that you share and exemplify PRIDE of being a Lakers Player. We wish you every success this upcoming season with your Lakers Team.

## Important Dates:

Practice Jersey Sponsor Deadline **June 1<sup>st</sup>**

Lakers Day (St Marys) **October 26<sup>th</sup>**

Banner Sponsor Deadline **August 1<sup>st</sup>**

Website Sponsor Deadline **August 31<sup>st</sup>**

Deadline For \$500 Player Account Deposit **September 1<sup>st</sup>**

Great Lakes Cup **January 17<sup>th</sup> – 19<sup>th</sup>**



## Lakers Equipment & Clothing

All players **must** wear **Black Helmets, Black or Lakers Gloves, and Black Lakers Pants or Shells**. The only exception will be the goaltender's equipment. All players **must** carry a **Lakers Hockey Bag**.

These items are available for purchase at Dunny's Source for Sports in Stratford or St. Marys. Lakers branded items and apparel are also available at Special Events such as Laker Day, Welcome Day, or Team Photo Day.

[Dunny's Source for Sports Lakers Store](#)

## Player Fundraising Initiatives

The Huron-Perth Lakers AAA Minor Hockey Association is pleased to provide fundraising initiatives for each player signed with the Huron-Perth Lakers. Fundraising participation is totally optional, but they do allow participating members to recoup a significant amount of the cost of playing AAA hockey.

### Banner Sponsors

Players can acquire up to 4 Banner Sponsors. Each Banner Sponsorship is sold for a minimum amount of \$250. If your sponsor is willing to give more that is great, however \$250 is the minimum for a space on the team banner. 100% of the money from Banner Sponsors is retained by the player in his/her team account. Banner advertising must be completed and submitted to the Team Manager before **August 1<sup>st</sup>**. Each team will have a person responsible to collect these.

### Player Web Page Sponsors

Each player will have a web page linked to their name on the team Roster on the website which contains space for up to 13 - \$60 ads or a combination of ad spaces that can generate \$780 towards your hockey season. Ad spaces can be supported by local businesses, family, or service clubs. Sponsor's business websites can have a link from the players page to the business. Your team webmaster will require a business card from your sponsor.

Webpage sponsors are collected and submitted to the Team Webmaster no later than **August 31<sup>st</sup>**. They can be uploaded by the webmaster as they are received which allows you to show your sponsors your player page with a very short turnaround. All cheques should be given to your team Treasurer to be added to your players account.

## What If We Don't Want to Collect Sponsorships?

If your family chooses to not participate in collecting sponsors and/or fundraising that is your choice. It is not a requirement; however, it offers you the opportunity to offset some of the costs of playing AAA hockey.

There is an expectation that each player will have adequate funds in their team account to cover all team expenses throughout the season.

A minimum balance of \$500 needs to be in your account with the team no later than **September 1st**. The team Treasurer will communicate with you throughout the season to ensure that there is always a minimum balance of \$100 in your players account to cover expenses. The expectation will be that it is topped up in a timely manner. If your account is ever in a negative balance your child will not be permitted to be on team ice (for games or practices).

## Fundraising Information

### Banner Sponsors

- Maximum four (4) Banner Sponsors per player sold at a minimum of \$250 each.
- Players receive 100% of money to be put into their team account.
- Banner Sponsors must be submitted to Team Manager before **August 1<sup>st</sup>**.
- Sponsor information will be added to the website by the Team Webmaster.

### Player Website Sponsor

- Maximum one (1) page on the player's webpage.
- Each page has (13) thirteen \$60 ad spaces.
- Player receives 100% of advertisement money to be put into their account.
- Web page advertising should be submitted to the team Webmaster before **August 31<sup>st</sup>**.

## Team Fundraising

Each team has the option to do additional fundraising to help offset team costs, such as tournaments. All fundraising initiatives must be submitted to the Special Events/Fundraising Director using the online form on the Huron-Perth Lakers website. **All initiatives must be approved prior to commencement of the fundraiser.**

## Corporate Sponsorship

Teams are permitted to seek corporate sponsors. Corporate sponsors will have their corporate logo and a link to their website on the team's home page of the Lakers website. They will also get their logo at the top of the team's banner recognizing their team sponsorship. The minimum Team Corporate Sponsorship is \$500.

## Team Practice Jersey Sponsorship

Practice jerseys are supplied to the teams. Each team can obtain a minimum \$500 corporate sponsorship and have the sponsor's name/logo on the back of these jerseys. Teams with corporate sponsors for their practice jerseys who want to have their sponsor's name/logo on the jerseys must provide the sponsor's name/logo to the Director of Hockey Operations for approval.

- Practice Jersey advertising should be submitted to the Team Manager and Director of Hockey Operations before **June 1<sup>st</sup>**.

NOTE: The team is responsible for all screening costs of the sponsors. (approximately \$100). This Sponsor will also see their Logo on the Team Page on our Huron Perth Lakers website.

## **Fundraising Support Materials**

We have attached some additional letters and forms that should help you with your fundraising. These materials can be utilized by your player throughout the season when obtaining sponsorships.

### **Sample Letter**

We have included a sample letter in this package that we hope can help when contacting potential sponsors. This will help you to identify yourself as a registered Lakers player to your sponsors.

### **Team Banner 2024-25**

See attached instructions for Banner Ads

### **Player Web Page Layout**

This form shows approximately how your page in the yearbook can be divided.

### **Thank-You Letter**

We encourage that you sincerely thank your sponsors for their support by giving them a letter of recognition. We have attached a sample letter for that purpose.

### **Sponsorship Receipt**

Please fill out this form and give it to your sponsors as an official receipt of their donation.



## **Huron Perth Lakers AAA Minor Hockey Association**

Dear Sir or Madam,

I have been selected to play for a Huron-Perth Lakers AAA hockey team for the upcoming 2024-25 season. The opportunity to play for the Huron-Perth Lakers allows me the ability to play at the highest level of hockey with and against the best players in North America.

The Huron-Perth Lakers AAA Minor Hockey Association represents the 26 different local hockey programs within Huron, Perth and parts of Bruce, Oxford, and Wellington counties. We play our home games throughout our zone in places such as St. Marys, Hensall, Milverton, and Stratford. Our teams compete in the Minor Hockey Alliance of Ontario, which consists of teams from Kitchener, Waterloo, Cambridge, Brantford, London, Elgin-Middlesex, Chatham-Kent, Lambton, Windsor, and Sun County.

As a selected player I am encouraged to obtain team Banner Sponsors at a minimum cost of \$250. As a Banner Sponsor your Company or Organization name and logo is placed on the banner that will proudly be displayed at our League, Post-Season, Tournament and Exhibition games.

Another option for sponsorship is participation through my player profile page on our team page on the Huron Perth Lakers Webpage. Each Lakers player is represented on our team page. Through a \$60 advertisement your Company or Organization can be placed with my picture with a link to your webpage on the website. A \$60 ad space is approximately the size of a business card.

I would greatly appreciate your sponsorship in making this season a lasting memory.

With Our Thanks,

AAA Player Signature

**Huron-Perth Lakers AAA Minor Hockey Association**



## Website Player Profile Sponsorship

The web page layout contains 13 business card-sized spaces. The cost for a business sized ad is \$60.00. Businesses are welcome to provide a link to their business that can be added to the Player profile page.

The screenshot displays a web browser window with the URL <http://hurongperthmakers.ca/Teams/1016/Players/202/>. The page is titled "Player Profile" and features a sidebar on the left with navigation links: Team Pages, Team Home Page, Team News, Player Roster, Schedule & Results, Team Calendar, and League Scores & Schedules. The main content area shows the profile of #15 Will Thibeault, a Forward, 4' 8" / 75 lbs, born Mar 85 1999, from Stratford. Below the profile is a "Player Sponsors" section with logos for Dairy Queen, randals, Wellness, and AM. To the right is a "Player Roster" table listing 23 players with their names, positions, and jersey numbers. The bottom of the page shows a Windows taskbar with various application icons and a system clock indicating 2:49 PM on 2014-05-08.

**Player Profile**

**#15 Will Thibeault**

Forward  
4' 8" / 75 lbs  
Born: Mar 85 1999, From: Stratford

**Player Sponsors**

- DAIRY Q
- randals
- WELLNESS
- AM

**Player Roster**

#	Name	Position
1	Billy Paquette	G
16	Liam Shone (AP)	G
33	Brady Baker (AP)	D
2	Bradley Kresmer	D
3	Mitchell Newman	F
4	Quinton Haddock	D
5	Chad Treble	D
6	Justin Breunmann	F
7	Bryman Skelton	D
8	Eric Charlebois	D
9	Tanner Hertel	F
10	Ben Derrough	F
11	Scott Chisholm	F
12	Coody Treble	F
14	Kade Landry (AP)	D F
15	Will Thibeault	F
18	Noah Kane	F
17	Evan Moorehead	D
19	Jacob Koolen	F
19	Dustin Black (AP)	D F
20	Mitchel Deslauris (AP)	F
21	Murder James (AP)	D
22	Kevlin Rags (AP)	F
23	Austin Stoddie (AP)	F

**Coaching Staff**

- Shawn Hertel  
Head Coach
- Mark Thibeault  
Coach





## Huron Perth Lakers AAA Minor Hockey Association

Date: \_\_\_\_\_

Dear: \_\_\_\_\_

Please allow me to thank you for your generous sponsorship this year, in the amount of \$ \_\_\_\_\_

We greatly appreciate your support for the 2024-25 Hockey Season! You can follow my team's progress throughout the year by visiting the Lakers website, [www.huronperthlakers.ca](http://www.huronperthlakers.ca). On our site you can also find my teams schedule, so if you'd like to attend a game you can find out where and when. Admission to all our games is free!

Thanks again!

Sincerely,

\_\_\_\_\_  
AAA Player Signature

**Huron-Perth Lakers AAA Minor Hockey Association**



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

P.O. Box 1052, 75 Waterloo St.

Stratford, Ontario

## Team Banner 2024-25 Season

This year's Team Sponsor Banners will require you to send in a file type of the following:

1. EPS (Best Quality)
2. PDF (Better Quality)
3. JPG (High Resolution)
4. PNG (Lowest Quality)

Each file type listed above is in the preferred sequence and will give the best image quality to the Team Banner. Please request your sponsors to send you the files in the above format ASAP.

Please refrain from using scanned business cards. Also, individual sponsors will not be given priority on the list of sponsors. Files will be sent to a selected team staff member that will be selected at your parent meeting.

**Deadline is August 1<sup>st</sup>, 2024**

### Sample Banner From Prior Season

