

LAKERS WELCOME PACKAGE

INFORMATION FOR THE 2022-23 SEASON



Welcome To The Huron-Perth Lakers!

Congratulations on being selected to represent one of our Lakers Teams for the 2022-2023 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.

In this Welcome Package you will find a letter from the President of the Lakers organization. This letter will help introduce you to potential sponsors and recognize you as a Huron Perth Lakers player.

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 Managers 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 22nd** in St Mary's. 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 20th-22nd** 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. These meetings will be posted on the website. 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:

Laker Day (St Mary's)

Banner Sponsor Deadline

Deadline For \$500 Deposit

Website Sponsor Deadline

Great Lakes Cup

October 22nd

October 31st

November 15th

November 30th

January 20th – 22nd



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. Through this Banner Sponsor Program each player can obtain up to \$1,000 with 100% of the money retained by the player in his/her team account. Banner advertising must be completed and submitted to the Team Manager before **October 31st**. Each team will have a person responsible to collect these.

Player Webpage Sponsors

Each player will have a webpage 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 **November 30th**. 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 30th**. 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 **October 31st**.
- 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 **November 30th**.

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 Sweater 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 Director of Hockey Operations for approval.

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 2022-23

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. These forms will be emailed to all members in a form of a printable PDF Document.



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 2022-23 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. Mary's, Hensall, Milverton, and Stratford. Our teams compete in the Minor Hockey Alliance of Ontario, which consists of teams from Kitchener, Waterloo, Cambridge, Brantford, Hamilton, 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



www.huronperthlakers.ca

P.O. Box 1052, 75 Waterloo St.

Stratford, Ontario



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 shows a web browser window displaying the player profile for Will Thibeault on the Huron-Perrin Lakers website. The browser tabs include 'INTERFACExpress', 'Geowarehouse', '2008-09 - Minor Atom', 'Lakers 2014-15 Welcome', and 'My Account'. The address bar shows 'huronperthlakers.ca/Teams/1016/Players/282/'.

The page layout is divided into several sections:

- Team Pages:** Includes links for Team Home Page, Team News, Player Roster, Schedule & Results, Team Calendar, and League Scores & Schedules.
- Player Profile:** Features a photo of Will Thibeault, his name (#15 Will Thibeault), position (Forward), height and weight (4' 8" / 75 lbs), and birth information (Born: Mar 05 1999, From: Stratford).
- Player Sponsors:** A list of 13 business card-sized sponsor logos, including Dairy Queen, randals, WELLNESS, and AM.
- Player Roster:** A table listing all players on the team, with Will Thibeault highlighted in yellow.
- Coaching Staff:** Lists Shawn Hertel as Head Coach and Mark Thibeault as Coach.

#	Name	Position
1	Baily Paquette	G
20	Liam Shore (AP)	G
31	Brock Baier (AP)	G
2	Bradley Kraemer	D
3	Mitchell Newson	F
4	Quinton Maddock	D
5	Chad Treble	D
6	Justin Beuermann	F
7	Brennan Stapleton	D
8	Eric Charlebois	D
9	Tanner Hertel	F
10	Ben Derrough	F
11	Scott Chisholm	F
12	Cody Treble	F
14	Kade Landry (AP)	D F
15	Will Thibeault	F
16	Noah Kuno	F
17	Evan Moorehead	D
18	Jacob Rooke	F
19	Dalton Black (AP)	D F
20	Mitchel Deelstra (AP)	F
21	Hunter James (AP)	D
22	Kevin Rops (AP)	F
23	Ashton Stockie (AP)	F



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 2022-23 Hockey Season! You can follow my team's progress throughout the year by visiting the Lakers website, 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
P.O. Box 1052, 75 Waterloo St.
Stratford, Ontario



Team Banner 2022-23 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 we be selected at your parent meeting.

Sample Banner From Past Season (Deadline is October 31st, 2022)

