



2025-07-16

Invitation for Sponsorship Proposals Hockey Helmet Branding Partnership Opportunity (2025-2026 Season)

OVERVIEW

Elgin-Middlesex Canucks (EMC) Minor Hockey Association has built a strong reputation as one of Ontario's premier minor hockey programs, consistently developing top-tier talent and fostering a culture of excellence, discipline, and teamwork.

With numerous championships, provincial appearances, and alumni moving on to Junior, NCAA, and Professional levels, the Canucks are recognized not only for on-ice success but also for their commitment to holistic player development.

Their legacy of elite performance and community involvement makes them a cornerstone of minor hockey in Southwestern Ontario.

EMC is inviting sponsorship proposals for eight (8) **exclusive** Hockey Helmet Branding Partnerships for the upcoming 2025-2026 season.

This opportunity allows your brand to gain prominent exposure by being featured on the helmets used by our athletes throughout the upcoming season.

This initiative offers high visibility across local, regional, and potentially national events, as our teams participate in regular league play, tournaments, and community engagement activities.

SPONSORSHIP OPPORTUNITY

We are seeking eight (8) branding partners whose logo will be prominently displayed on:

- Player Helmets (placement on the side panel of player helmets)

Estimated Exposure:

- Number of Athletes:
 - 8 AAA Teams available for sponsorship
 - o 17 players per U10 to U14 teams
 - o 18 players on U15 team
 - o 19 players on U16 team
 - o 20 players on U18 team
- One (1) sponsorship opportunity will be offered for each individual team

Audience Reach:

- Home Game Facility:
 - o The Komoka Wellness Centre which boasts two NHL-sized ice rinks with 750 and 250 seat capacity respectively



- EMC Social Media Platforms:
 - Facebook, Instagram, Website, Etc.

SPONSOR BENEFITS

- High-Impact brand placement on gear used daily and at events
- Designated promotional space and opportunities at Canucks Day
- Digital recognition across our website, newsletters, and social media channels
- Brand association with youth development, teamwork, and community engagement
- Opportunities for cross-promotion, giveaways, and custom content

PROPOSAL REQUIREMENTS

Interested sponsors should submit a proposal including:

- Company overview and contact information
- Financial contribution provided (minimum of \$2,000.00/team sponsored)
- Any additional marketing initiatives or partnership ideas
- Logo and brand guidelines (specifications for logo shape/size will be provided by EMC)

EVALUATION CRITERIA

Proposals will be evaluated based on:

- Brand alignment with our organizational values
- Level of support offered
- Commitment to a multi-season partnership (preferred but not required)
- Creativity and potential for mutual benefit

GUIDELINES

- All logos must be approved by the association prior to printing and placement
- Logo placement is limited to the sides of the helmet
- Sponsorships must align with the values and image of the Elgin Middlesex Canucks

SUBMISSION DETAILS

- Proposal Deadline: **August 10th, 2025 (11:59pm)**
- Submission Email: **emcanucksvp@gmail.com**
- Subject Line: **Hockey Helmet Branding Proposal – Your Company Name**

For additional information or questions, please contact:

Darryl Twynstra
Vice President of Hockey Operations
emcanucksvp@gmail.com

We welcome the opportunity to collaborate with brands that value teamwork, community, and the growth of youth sport.

Join us in making a lasting impression on and off the ice.