

SPONSORSHIP PACKAGE



UBC CANUCKS COMMUNITY



UBC CANUCKS COMMUNITY

Dear Sir or Madam,

I am writing to you on behalf of a student society club called the UBC Canucks Community. The purpose of our organization is to create fan support for the National Hockey League team the Vancouver Canucks in the UBC community, and to offer an outlet to existing Vancouver Canuck fans at UBC so as to increase their extra-curricular opportunities, while improving and building inter-faculty and multicultural relationships between UBC students through a shared passion for their city's professional hockey team. Another one of our major objectives is to offer an opportunity for students to help support Canucks Place Children's Hospice, Canucks for Kids Fund, the Canucks Autism Network, and BC Children's Hospital.

Our activities include many proceedings that will be held throughout the year at the UBC Vancouver campus. These include game screenings, a fundraising dinner dance, a sports themed carnival, and a toy drive. The game screening will be held at the UBC Student Union Building and students will be able to buy tickets to come see a Canucks game screened at the Norm Theatre. Our fundraiser will consist of a dinner dance where all proceeds from the ticket sales will go towards the Canucks for Kids Fund. The toy drive will be held in December and we plan to set up a booth for students to donate toys to the BC Children's Hospital. In March we plan to set up a carnival with sports themed booths where we will have fun activities that students can participate in for a small price. All proceeds from these events and any profit made by our club will go towards one of the above mentioned Canuck affiliated charitable organizations.

In order to hold successful events and to attract more patrons we will need some donations and sponsorship. Any donations consisting of money or promotional items will ensure that our events meet the goals of our club. We mainly require support for our event costs so that we can forward most of the profit from ticket sales towards charity. Promotional items you can provide will allow us to reduce our public relations costs and attract a wider audience. Monetary donations will greatly help us provide food and pay for equipment needed to hold our events.

We fully intend to advertise sponsors on promotional items including posters and banners we prepare for our events as well as on our website. Our tickets will also advertise sponsors that helped support the specific event, provided there is a significant contribution. Any form of support will be greatly appreciated and will go towards promoting charitable events at UBC Canucks Community.

Sincerely,

Richa Sharma

President & Co-Founder

6138 Student Union Boulevard
Vancouver, BC
V6T 1Z1

E: ubc.canuckscommunity@gmail.com
W: www.ubcanuckscommunity.weebly.com

➡ BREAK DOWN OF EVENTS & COST

OCTOBER HOCKEY GAME SCREENING

ADVERTISING	\$40.00
TICKET COST	\$70.00
BEER KEG	\$130.00
LIQUOR LICENSE	\$100.00
SECURITY	\$160.00

DECEMBER TOY DRIVE

ADVERTISING INCLUDING BANNER	\$65.00
DONATION BOOTH RENTAL	\$25.00

JANUARY HOCKEY GAME SCREENING

ADVERTISING	\$40.00
TICKET COST	\$55.00
BEER KEG	\$130.00
LIQUOR LICENSE	\$100.00
SECURITY	\$160.00

FEBRUARY FUNDRAISER & DINNER DANCE

ADVERTISING	\$20.00
TICKET COST	\$55.00
VENUE RENTAL	\$250.00
FOOD	\$200.00
ENTERTAINMENT	\$200.00
RAFFLE PRIZES	\$100.00

APRIL HOCKEY DAY CARNIVAL

TENT	\$50.00
5 TABLES FOR ACTIVITY BOOTHS	\$50.00
SIGNAGE FOR BOOTHS	\$80.00
EQUIPMENT FOR BOOTHS	\$200.00
PRIZES	\$80.00

OPERATING COSTS

CLUB PROMOTION COSTS	\$25.00
20 VOLUNTEER T-SHIRTS	\$250.00
FLYERS AND BANNERS	\$145.00

SUBTOTAL	\$2780.00
+ 12 % HST	
TOTAL	\$ 3113.60

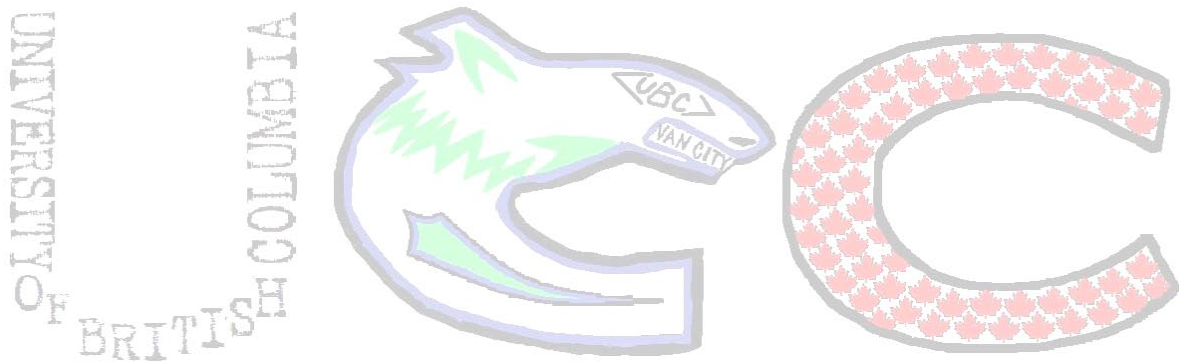
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As mentioned above, the aim of our club is to endorse Canuck affiliated charities by creating awareness and opportunity for the UBC community to do so as well. Our intention is to charge minimal fees to our events to ensure the largest outcome possible and operate at a low cost so that we can use any profit we make towards donations. The above budget outlines the necessary costs required to increase awareness of our organization and attract more event attendees. The revenue currently available to us will require that we cut costs which will in turn decrease the event turnout. The support from organizations such as yours will allow us to avoid this scenario. We strongly believe that with your help in funding promotional and event costs we can attract double the turnout to each of these events without many additional expenses which will greatly increase the amount of money going to charity.

ALISSA KHAN

VICE PRESIDENT/FINANCE & CO-FOUNDER



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SPONSORSHIP LEVELS

Gold Sponsor (1000+)

- ✓ **Company Logo On All Event Posters and Any Promotional Material**
- ✓ **Company Logo On Event Flyers**
- ✓ **Company Logo On Website**
- ✓ **Company Logo On Event Ticket (if donation made to a specific event)**
- ✓ **Acknowledgement of sponsorship during opening and closing remarks**

Silver Sponsor (500+)

- ✓ **Company Logo On Event Flyers**
- ✓ **Company Logo On Website**
- ✓ **Company Logo On Event Ticket (if donation made to a specific event)**
- ✓ **Acknowledgement of sponsorship during opening and closing remarks**

Bronze Sponsor (250+)

- ✓ **Company Logo On Event Flyers**
- ✓ **Company Logo On Website**
- ✓ **Acknowledgement of sponsorship during opening and closing remarks**



Any other sponsorship value or items are greatly appreciated and will be acknowledged on our website.

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✓ SPONSORSHIP OPPORTUNITIES TO CONSIDER

- **T-shirts**
- **Water bottles**
- **Sports Equipment**

IN KIND DONATIONS

Please contact us directly to indicate how your company can aid us if no monetary funds are attached.

Ideas include: Signage, sound equipment, printing, office supplies and more.

UNIVERSITY
OF
BRITISH
COLUMBIA



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THANK YOU

AS A NON-PROFIT ORGANIZATION SUPPORT FROM SPONSORS SUCH AS YOURSELVES IS THE CATALYST TO ENSURING OUR GOALS FOR A BETTER COMMUNITY ARE MET. OUR INTENTIONS AS A CLUB ARE TO CREATE OPPORTUNITIES WHERE ALL CANUCKS FANS CAN CONTRIBUTE TO CHARITIES WHILE HAVING FUN IN THE PROCESS. WE AIM TO EXPOSE STUDENTS AND YOUTH TO THE POSITIVE ROLE MODELS AND COMMUNITY STRENGTHENING VALUES OF THE VANCOUVER CANUCKS SO AS TO BUILD THEIR UNDERSTANDING OF SPORTSMANSHIP AND LEADERSHIP WITHIN THEIR CITY. IT IS OUR HOPE THAT YOU SHARE THESE AMBITIONS AND WE WOULD LIKE TO THANK YOU FOR ANY CONTRIBUTIONS THAT YOUR ORGANIZATION CAN MAKE.

SINCERELY,

RICHA SHARMA
PRESIDENT & CO-FOUNDER

ALISSA KHAN
*VICE PRESIDENT/FINANCE &
CO-FOUNDER*

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