

RICHMOND JETS


MINOR HOCKEY ASSOCIATION

PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

For more information contact:

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WELCOME TO THE TEAM!

It's more than just a game. The Richmond Jets Minor Hockey Association (RJMHA) is a great way to connect your brand to the amazingly ethnically diverse community of Richmond, BC. You'll be part of a vibrant hockey community that teaches life skills such as discipline, respect, teamwork, communications, and humility, among many others.

OUR MISSION

Richmond Jets Minor Hockey is dedicated to providing an accessible opportunity for the youth of our community to grow through sport. In delivering our programs, we are guided by the following values:

- Fair play while promoting good sportsmanship and adherence to the rules of hockey
- Respect for teammates, opponents, officials, volunteers, and our community
- Inclusiveness for all abilities and backgrounds
- Determination and hard work as a path to success
- Safety, both physical and emotional, of our players and officials
- Fun and enjoyable minor hockey experience for our members and volunteers

The benefits to your corporate brand are clear:

- Hockey's positive values will reflect well on your brand
- You'll align your brand with the most enduring and popular community sport
- You'll connect directly to a vast Richmond network of kids, parents, coaches, officials, and volunteers



300

COACHES, OFFICIALS & VOLUNTEERS

1850

PARENT & FAMILY MEMBERS

900

PLAYERS & ATHLETES

THE LOYALTY OF PARENTS

Hockey parents and grandparents are a dedicated group. They spend hundreds of hours each season making sure that players get to their practices and games. They're rarely acknowledged for their contributions to our communities. Corporate brands that acknowledge and reward parents will gain their deep appreciation and loyalty, and additionally they will share that loyalty with others.

THE RICHMOND JETS COMMUNITY REACH: A CULTURALLY DIVERSE NETWORK



Our focus is to promote and develop a strong, community-based minor hockey association for all age levels, from toddlers to young adults. We have the privilege of living in a very diverse community, and hockey provides a bridge between different cultures. It allows families from diverse backgrounds to connect and come together and watch their children play and fall in love with Canada's game.

THE RICHMOND JETS MINOR HOCKEY ASSOCIATION IS ONE OF THE LARGEST MINOR HOCKEY ASSOCIATIONS IN BC, WITH OVER 900 PLAYERS REGISTERED.



DEVELOPING HOCKEY PLAYERS AND CONTRIBUTING MEMBERS OF THE COMMUNITY

One of our main goals at the Richmond Jets is to help develop kids into hockey players and contributing members of their community. Hockey teaches kids how to be a part of a team and how essential teamwork is to accomplishing anything significant. It also teaches the amount of work, passion, and dedication that it takes to master a new skill and that it takes hard work to be good at anything. Kids learn that it takes dedication and commitment to master their skill sets. Kids also learn not to be afraid of failure because failing repeatedly and being able to get back up is the path to success. Finally, hockey teaches kids how to give back to their community through the Jet's involvement in multiple charitable efforts such as raising money for the Richmond Food Bank and the Kids Help Phone.

KEEPING KIDS ACTIVE AND HEALTHY

Hockey helps keep the kids in our community active and fit, which is essential for overall mental health. During the Covid-19 pandemic, hockey has been one of the few sports that remained open and available to children in Richmond. Hockey provided a sanctuary for many of our players and a place to release some stress and have fun with their friends.



WHAT THIS MEANS FOR YOUR BRAND:

GOODWILL

ALIGN YOUR BRAND WITH
THE RICHMOND JETS’
MISSION VALUES AND YOUR
BRAND WILL BE CAST IN A
POSITIVE LIGHT.



SKILLS

We promote life skills like
respect, sportsmanship,
discipline and teamwork.



INCLUSIVITY

Everyone is welcome at
the Richmond Jets!



CONNECTIVITY

We are the hub of hockey in Richmond,
British Columbia. We unite parents, kids
and our corporate sponsors, creating
opportunities for everyone.

FUN

Above all, the Richmond Jets is about fun! We promote
healthy competition in a pressure-free atmosphere.



FRIENDSHIP

The Richmond Jets is a social
experience where friendships
are forged for life.



PASSION

Kids love hockey! You can see
the pride in their eyes when they
put on their jersey.

BRAND ALLEGIANCE

The Richmond Jets is your entry point to a city-wide network of players, parents, coaches, and volunteers.

Directly connect with this captive and highly focused demographic. Also gain ancillary exposure via the Richmond Jets marketing outreach to the public at large.

When you invest in the Richmond Jets, you invest in the future of community hockey. As a not-for-profit organization, the Richmond Jets positions your investment back into hockey education programs that will directly benefit coaches, players and community hockey as a whole. Your support will help keep hockey affordable in Richmond, BC. Connect with this unique demographic – access that only the Richmond Jets can offer.

WHO WILL YOU REACH?

- Parents and extended families, coaches, officials, players and volunteers
- Suburban
- Parents: 32-54 years of age
- Seniors: 62-84 years of age
- White collar professional careers
- \$155K + annual household income
- Growth market: Richmond's ethnic communities with a focus on BC's Asian, South Asian and East Asian

RETURN ON INVESTMENT

The Richmond Jets offers several opportunities to get your brand in front of Richmond parents, grandparents, kids, coaches, and officials – from entry-level sponsorship to full program sponsorship. We will tailor the activation package to your needs.

OPPORTUNITIES INCLUDE:

- Couponing and product sampling with players, parents, coaches and volunteers
- Direct contact with Richmond Jets Minor Hockey membership base via regular e-blasts
- Customized online and social media cross-promotions
- Exposure to BC's Asian, South Asian and East Asian audiences via the The Richmond Jets' marketing outreach

**PARENTS BRAND ALLEGIANCE
AND PURCHASE INTENTION
INCREASES DRAMATICALLY
FOR BRANDS THAT INVEST IN
THEIR CHILD'S WELL-BEING.**



PLATINUM SPONSOR OF RICHMOND JETS - \$3,000 AND ABOVE

- Your corporate logo on every page of the RJMHA website, with a linked to your website
- Your logo or name on our Sponsor Board at Richmond Ice Centre featured in the Platinum section (Jan. - Dec.)
- Your corporate logo on every Jets email campaign
- Send up to 6 email messages/ads to our members advertising your business throughout the year
- Two direct emails to the RJMHA members with promotions that you may wish to advertise
- Your business will be featured in our monthly sponsor email up to 6 times
- You'll be included as a proud supporter and sponsor of this year's RJMHA Pink Shirt Day campaign
- Showcased on social media, at least three times per season, as part of our "Thank you, Sponsors" posts



DIAMOND SPONSOR OF RICHMOND JETS

- \$2,000

- Your corporate logo on every page of the RJMHA website, with a prominent link to your website
- Your logo or name on our Sponsor Board at Richmond Ice Centre featured in the Diamond section (Jan. - Dec.)
- Your corporate logo on every Jets email campaign
- Two direct emails to the RJMHA members with promotions that you may wish to advertise
- Your business will be featured in our monthly sponsor email up to 3 times
- Showcased on social media, at least twice per season, as part of our "Thank you, Sponsors" posts





GOLD SPONSOR OF RICHMOND JETS - \$1,000

- Your corporate logo on our “Sponsors” page of our website
- Your logo or name on our Sponsor Board at Richmond Ice Centre featured in the Gold section (Jan - Dec)
- Your business will be featured in our monthly sponsor email one time.
- Showcased on social media, at least once per season, as part of our "Thank you, Sponsors" posts



TITLE TOURNAMENT SPONSOR

- \$2500 PER TOURNAMENT

- Only 6 Title Tournament Sponsors available
- Your name attached to one of our tournaments
E.g. – The "ABC Company" Richmond Jets' Family Day Tournament
- Your company name on all outgoing tournament emails
- Your corporate logo on the TeamSnap tournament app that all families use to view tournament schedule and standings
- Your corporate logo on all tournament marketing and swag
- Tournament Sponsor "Thank you" post, showcased on social media during the tournament

