



2024

SPONSORSHIP OPPORTUNITIES

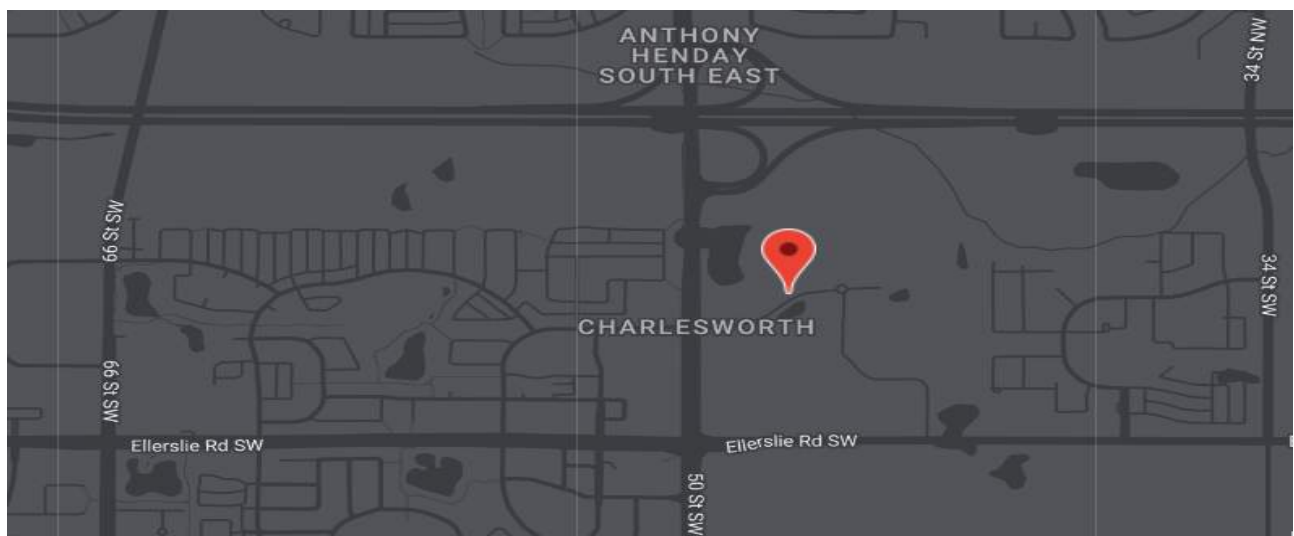


History

Established in 1974, the Nor'Westers Athletic Association (NWAA) is a not-for-profit organization that offers sports and recreation programs for ages 3 to 65 to the Edmonton Region. Spring/summer programs include men's, women's, and youth (U5 to U18) rugby. Winter activities include hockey, wrestling, and fitness activities. Nor'Wester members have represented Edmonton, Alberta, and Canada as athletes, coaches, and administrators at events across Alberta, Canada, and around the world. Since inception the Nor'Westers have been active in hosting; city wide, provincial, national, international events/tours. At home and abroad via careers and through sport and recreation, we take great pride in promoting Edmonton and Alberta to the world. We are very proud to celebrate 50 years of excellence, sportsmanship, camaraderie, and competitive spirit in Alberta.

The Nor'Westers take their name from the culturally diverse group of entrepreneurs who formed the NorthWest Trading Company. In the 1700s, men such as Alexander McKenzie and their guides, trapped and traded for furs while exploring and charting the Canadian NorthWest establishing forts and the first settlements in Alberta over two hundred years ago. Many of these individuals formed the fur brigades that annually transported furs and goods by canoe across the country. Our crest and logo honour the fur-hatted trader/explorers and their native guides on a canoe voyage through forests and mountains on a Northwest River. Our enterprise and adventures honours their spirit.

The Nor'Westers clubhouse and fields are located at Ivor Dent Sports Park, corner of Ellerslie Road and 50th Street, just off Anthony Henday Drive. The Ivor Dent Sports Park is operated in partnership with three additional sporting organizations: Edmonton Minor Soccer Association, MTRS Club Soccer Society and the Punjab United Sport & Heritage Association, and the City of Edmonton. The site hosts local practices and games as well as a wide range of tournaments on a municipal, provincial, national, and international scale.





Mission

To welcome and to provide a home Club for all athletes. To promote involvement in the game, provide rugby playing opportunities to individuals of all abilities and ages, and to develop player athletes to their highest potential. To provide a positive environment and premier facilities to foster the growth of the sport of rugby.



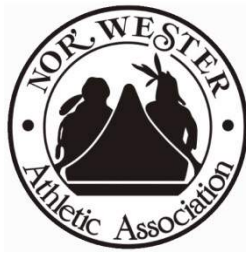
Rugby Club Teams

Junior Boys & Girls – U5, U7, U9, U11, U13, U15, U17, U18

Senior Women – 1st Division

Senior Men – 1st Division





Why Sponsor the Nor'Westers?

- 1) Company Exposure – advertise your business with us on our team apparel, club newsletter, and social media platforms:
 - Senior Men's and Women's games: 75+ internal players and 1,000+ players from Edmonton and provincial area.
 - Junior rugby festivals and games: 1,000+ kids and their parents
 - Newsletter: 500+ members
 - Facebook: 769 followers
 - Twitter: 517 followers
 - Instagram: 830 followers
- 2) Commitment to Community Development – Our club is more than just a sports team. It is a community of people that one can belong to his/her entire life. We would like you to be a part of our club as we support community initiatives and promote lifelong athletics.
- 3) Support active, healthy lifestyles - The NWAA is committed to promoting healthy, active lifestyles among our members. Our programs follow the Long-Term Athletic Development Model of Rugby Canada and Canadian Sport For Life. NWAA Sports are lifelong sports, and many of our junior members continue to be involved with our club well into their adult lives.

Sponsorship Opportunities

The Nor'Westers host rugby programs and festivals from U5 to Senior Mens and Womens. We would like to give you an opportunity to partner with us in promoting active youth and developing athletes. You can choose the team you wish to sponsor. In return for your sponsorship, we would like to offer you the following:

BRONZE

- Invoice for tax deduction
- Company logo/link on our website
- Company logo/link on our social media
- Company logo/link on our monthly E-Newsletter
- Promote your company through our club's E-Newsletter and social media*
- Company logo on sleeve of team jerseys.

\$500 +

SILVER

- Invoice for tax deduction.
- Company logo/link on our website.
- Company logo/link on our social media.
- Company logo/link on our monthly E-Newsletter.
- Promote your company through our club's E-Newsletter and social media*
- Company logo on back of team jerseys.

\$1,000 +

GOLD

- Invoice for tax deduction.
- Company logo/link on our website.
- Company logo/link on our social media.
- Company logo/link on our monthly E-Newsletter.
- Promote your company through our club's E-Newsletter and social media*
- One free clubhouse rental**
- Company logo displayed inside the clubhouse.
- Company logo on front of team jerseys.

\$2,500 +

PLATINUM

- Invoice for tax deduction.
- Company logo/link on our website.
- Company logo/link on our social media.
- Company logo/link on our monthly E-Newsletter.
- Promote your company through our club's E-Newsletter and social media*
- One free clubhouse rental**
- Company logo displayed inside the clubhouse.
- Field signage during NWAA games & events.
- Naming rights to all game day social media posts.
- Company logo on front of team jerseys.

\$5,000 +

* Promote your company with up to 2 promotional ads sent through our club's E-Newsletter and social media. You provide the content; we'll share it with our membership.

** For clubhouse rentals, we are located at 711 – 50 Street, SW, Edmonton, AB. Check our website at www.nwaa.ca.

Sponsorship opportunities are on an annual basis.

Jersey Advertisement Opportunities

The Nor'Westers host rugby programs and festivals from U5 to Senior Mens and Womens. Each year, teams play in a variety of fields across Alberta. Logos will showcase your company's support for our athletic program while advertising your business from May to August! Advertisement is guaranteed for minimum of 5 years and you can choose the team you wish to sponsor.

SLEEVE LOGO



\$500 +

UPPER OR LOWER BACK LOGO



\$1,000 +

FRONT LOGO



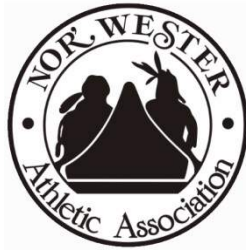
**If no platinum sponsor, logo will be positioned as per the right.*

\$2,500 +

PRIMARY FRONT LOGO



\$5,000 +



Other Sponsorship Opportunities

Game Day Beverage or Meal Sponsor = \$300

Junior Friday Training Meal/Beverage Sponsor = \$300

Player of the Match Sponsor = \$500

Clubhouse Advertisement Signage = \$1,000

Field Sponsorship = \$2,500

Company Ad through our E-Newsletter = \$50 per Ad

The rugby community is like no other in the way it provides unique networking abilities and connecting our membership to help each other in business. At a cost of **\$50 per Ad**, Businesses can post an ad in one of our monthly e-newsletters that reaches over 350 of our members. You provide the content; we'll share it with our membership!

We appreciate your interest in our partnership proposal and in sponsoring youth athletics in Alberta. We look forward to your feedback and the prospect of creating a customized package for your company. Our goal is to gauge your interest in a timely fashion in an effort to maximize the benefits of your association with the Nor'Westers. If you have any questions please feel free to contact us by phone or by email.

Kelly Pawlik

President

Nor'Westers Athletic Association

780-288-7272

president@nwaa.ca