



2023

SPONSORSHIP OPPORTUNITIES



History

Established in 1974, the Nor'Westers Athletic Association offers sports and recreation programs to the Edmonton Region (Ages 3 through 65). Spring/summer programs include men's, women's, youth (under 5's to under 18's) rugby. Winter activities include hockey, wrestling, and fitness activities. Recreation, family, and social events are held throughout the year. Nor'Wester members have represented Canada, Alberta, and Edmonton 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 over 45 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.

As a result of the City of Edmonton's reassignment of our land lease in 1999, the Nor'Westers have developed and continue to develop a new facility located at the new Ivor Dent Sports Park located at the 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 will host local practices and games as well as a wide range of tournaments on a municipal, provincial, national and international scale.



Rugby Club Teams

Senior Men – 1st Division

Senior Women – 1st Division

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

Our Club's Recent Success

- 2019 U19 Boys – City & Provincial Champions
- 2019 U15 Girls – City Champions
- 2018 U19 Girls – City Champions
- 2018 U13 Boys – City Champions
- 2017 Sr. Men Div.1 – City & Provincial Champions
- 2017 U18 Girls – City Champions
- 2017 U13 Boys – City & Provincial Champions
- 2017 U13 Girls – City Champions
- 2016 U17 Boys – City & Provincial Champions
- 2016 U15 Girls – City Champions
- 2016 U13 Boys – City Champions
- 2015 U17/19 Girls – City & Provincial Champions
- 2015 U15 Girls – City & Provincial Champions
- 2015 U13 Boys – City & Provincial Champions
- 2014 U13 Boys – City & Provincial Champions
- 2014 U15 Girls – City & Provincial Champions
- 2014 U15 Boys – City & Provincial Champions
- 2014 U17/19 Girls – City Champions
- 2013 Sr. Men Div. 2 – City & Provincial Champions
- 2013 Sr. Women Div. 2 - City Champions
- 2013 U15 Boys – City & Provincial Champions



Sponsorship Opportunities

The Nor'Westers Athletic Association is currently seeking sponsors for our rugby programs. We have been committed to youth athletic programs for over twenty-five years and would like to give you an opportunity to partner with us in promoting active youth and developing athletes. In return for your sponsorship, we would like to offer you some advertising opportunities for your company on our apparel, website, E-Newsletter, social media groups, facilities, and special events.

	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
INVESTMENT LEVEL	\$5,000	\$2,500	\$1,000	\$500
BENEFITS PERIOD	1 Year	1 Year	1 Year	1 Year
Tax Deductions	X	X	X	X
Company logo on team jersey(s)	Front	Front	Back	Sleeve
Company logo & link on our website	X	X	X	X
Company logo & link on our monthly E-Newsletter	X	X	X	X
Send two promotions through our club's E-Newsletter and social media groups. You provide the content and we'll share it with our membership.	X	X	X	X
Invite to our Nor'Westers Club Day	X	X	X	X
Jersey or photograph to display by sponsor	Jersey	Photo	Photo	Photo
One free clubhouse rental. Visit our website at www.nwaa.ca and click the facility tab to view the clubhouse.	X	X		
Company logo displayed inside the clubhouse	X	X		
Field signage during NWAA games & events	X			



Apparel – Depending on the value of the sponsorship, this could include corporate logos on the front/sleeve/back of the jersey, shorts, or apparel. Sponsorship may be team specific (Mens, Womens, Juniors).

Website – All corporate sponsors will have a presence at www.nwaa.ca which will include a corporate logo and a link to the corporate website. Our website is the key hub for all our club information. It is updated regularly with news and information for players, parents, and alumni. It is also linked to the Edmonton Rugby Union, Rugby Alberta, and Rugby Canada.

E-Newsletter – Promote your company through our E-newsletter which is sent monthly to our membership. Our email list of 350+ contacts consists of active players, parents of juniors, past players and supporters.

Social Media – Promote your company through our social media groups such as Facebook and Twitter. You provide content and link and we will send it out to our membership.

Facilities – Depending on the value of the sponsorship, this could include corporate logos/advertisements displayed inside the clubhouse and field signage as well as a free facility rental.

Special Events – Your corporate logo will be printed on any printed material related to large NWAA events such as our Annual Alumni Day. We commemorate our Alumni and celebrate the past, present, and future of the club. This event draws over 300 Alumni and guests above and beyond the playing sides.

Sponsorship Incentive Programme

If any member brings a bronze, silver, or gold sponsorship to the club, they will receive 10% of the total value of the sponsorship.

Example: If a member brings a silver level sponsorship to the club worth \$2,500, the member will receive a 10% kickback of \$250.



Other Sponsorship Opportunities

Beverage or Meal Sponsor

Interested in sponsoring a Friday evening Junior meal/beverage? Contact Dave Demers at 780-497-2058 for more info.

E-Newsletter 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!

Two Reasons to Sponsor the Nor'Westers

- 1) 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.
- 2) 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.

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

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