



ELITE ZEBRAS
Referee Association

Sponsorship Opportunities

04/012022

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Elite Zebras Referee Association

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Overview

To build a great partnership, and to find a mutually beneficial solution

Goals

1. To continue to grow the game of hockey and make sure that referees have the support so that they want to stick around.
2. To purchase equipment and material to grow the association and to eventually reach the end goal of being the premier referee training facility

Specifications

So, this is usually where you will find the Gold, Silver and Bronze sponsorship packages where we tell you all the amazing benefits we can offer you and tell you how much you should pay for that service.... but here's the thing, we know hockey, what we don't know is what your company needs from us or how much you want to pay. So Elite Zebras is trying a different approach... How can we help you reach your goals?

Assets that we have to offer

1. Website

We have a website begging to have your logo or link to your webpage or whatever else you may need our space for

2. Jersey Space

Nobody ever sponsors the refs, but hear us out. You could sponsor 1 jersey of a player, that player at best gets a third of the ice slot. But that's 1 player on one team for say 20 minutes of a game. Okay, I'll give you that you are

the sweater sponsor for the whole team...in a 30-game season, that is still only 1 team for probably 15 games

-or

You put your logo on the back of **all** the referee jerseys. That's between 2-4 refs in every **game** in **every rink** they are in for the full game. Also, a player skates around the rink, doesn't really stay in one place limiting even further the amount of exposure. Do you know who has their backs to the stands almost 100% of the time? Yup the referees in a hockey game

3. Widespread coverage (Multi-Province)

We are currently located in Alberta, but we have been approached to go to tournaments in Nova Scotia, Ontario, Northwest Territories, Manitoba and British Columbia (***) so Covid, prevented us from actually going to those tournaments, but with things getting relatively back to "normal" that will hopefully change)

4. Word of Mouth

Referees love to talk! So use that to your advantage, we will promote your product or brand or whatever you like, everywhere we go.

5. Social Media

We will post and share on our social media pages, we are currently on Facebook, Instagram and Twitter but for the right price we'll even do a dance on TikTok

6. Exclusivity

On the off chance that you want exclusivity of using your brand (airline, Hotel, Car Rental, Beer etc.) we can do that. You can be the Official OFFICIAL sponsor (get it? Because Referees are officials)

7. Player of the Game

With our system we can do a virtual player of the game, where we send that player an email with your sponsored player of the game. This would be ideal for

tournaments, because if one person is coming to your restaurant then they are probably coming with other members of the team.

Needs Of Elite Zebras Referee Association

So here are the things that we need to grow or continue to grow.

1. Jerseys

"If you look good, you feel good, and if you feel good, you play good, if you play good, you win!"

It was what my father always said to me as a kid, I have no idea where it originated or who actually has the claim to this quote or any variation of it.

The point is we want each official that comes on board with our association, have a nice clean jersey that is uniform no matter where we go.


- Average cost / jersey - \$120.00
- Crests cost ~\$2 each
- Sponsor Crests cost between \$2-4/ crest depending on size

2. Photo equipment

We are going to use this to show officials what they are doing in a game situation so they can see what others see when they are conducting their game. We will also use this equipment for our timekeepers who will be using a digital game sheet.

- iPad x 2 - Approximately \$400 each
- Digital camera/Video camera - between \$1000-\$3000

3. Apparel



Same as number one, when you see a hockey team walk into a rink and they all have matching jackets, or they are warming up and all have the same warm up gear, or hats, or whatever they are wearing... we want that for our guys too!

- Too many variations to list, but would be based on the amount that you are able to donate in this category

4. Travel Costs

As a traveling association, this will obviously be a big cost moving forward. So here whether it be gas cards or hotel vouchers, flight passes or whatever money value you could give, anything and everything would obviously help our association grow

5. Operating Costs

This will cover things such as insurance, assigning software, payroll software, bank fees, or other costs associated with the actual day-to-day operations

6. Ice rentals

We understand that ice rentals are coming at a premium, but any break on ice rentals means we could offer new and returning officials the ability to learn or refresh their abilities on ice and work on conditioning.

7. Classroom Rentals

Same as above, classroom time working in the rulebook, or discussing situational occurrences among peers is very valuable to young and old officials alike. Even better if you have a facility where you can combine the on ice and classroom activities to give the officials the best opportunity to grow

8. Advertising

While we like to post on our social media pages, we'd love to constantly expand and grow our base and feel that a professional marketing team and advertising done on alternate media would help get our brand in further places and new markets. (If we expand our area, you also expand your footprint)

9. Miscellaneous