



West Mall Minor Hockey Association

PO BOX 91061 RPO, 666 BURNHAMTHORPE RD., ETOBICOKE, ONTARIO M9C 5N5

May 2019,

Dear Prospective Sponsor,

The West Mall Minor Hockey Association has offered minor hockey house league and competitive programs to youth from Etobicoke and neighbouring communities for over 50 years. Initially the association ran its hockey games out of the outdoor twin rinks on West Mall Avenue just south of Burnhamthorpe Road. In the early 1970's West Mall moved its home ice to the newly constructed Etobicoke Centennial Arena and was incorporated as a not for profit corporation with a charter and by-laws which continue to govern the organization today.

The West Mall Association continues to be well represented by its house league, select reps and its A and AA GTHL teams which play throughout the GTA.

Sponsorship dollars assist the organization in 3 key ways:

- By helping offset the increasingly escalating costs of operating our House League by helping pay for jerseys, socks, and ice time;
- By helping us maintain our registration fees at a more affordable level; and,
- By helping us brand and promote our organization as a community based club that endeavours to develop partnerships with local companies and individuals such as yourself.

As always, we still continue to place sponsor names on the backs of a set of player's house league jerseys. Each sponsor will also receive a photo plaque that can be proudly displayed at your office. This past year, West Mall has been making changes to further recognize our sponsors for their generous support. One change will be the new and well used West Mall website (www.westmalllightning.com). During our hockey season our website receives numerous hits from our many members for scores, stats, schedules and updates. We have now made it more appealing and more functional for our members and now to our sponsors. West Mall will proudly recognize and promote our sponsors generosity by providing a link to the sponsor's website. It is a great way to promote your business and show that your company embraces minor hockey and the community.

House League Sponsorship is \$700 per team this year.

Please review the enclosures for your potential sponsorship for the 2016/2017 season. Please feel free to contact us at 416-729-0228.

William Bezanson
President

West Mall Lightning Minor Hockey Association 416-729-0228

www.westmalllightning.com