



2025 - 2026

# SPONSORSHIP PACKAGE

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THUNDER BAY QUEENS

<https://tbwha.ca/Categories/1042/>



# ABOUT THE ORGANIZATION

The Thunder Bay Queens are the Competitive Division of the Thunder Bay Women's Hockey Association.

The Queens are dedicated to a basic goal: providing the youth of Thunder Bay with the best possible hockey experience and building a better, stronger, community through hockey. The Queens delivers programs to over 125 athletes, between the ages of 9-22 years of age. Sponsorship plays a vital role in developing and sustaining our minor hockey program and sponsors are valued members of our team.



There is a mutual benefit to our partnership: you are helping us make our programs affordable and accessible to Thunder Bay youth and your organization will, in turn, have increased brand visibility with increased opportunities for brand awareness.

We offer a variety of sponsorship options and opportunities.

Each option is designed to provide creative brand recognition and is intended to fit within a corporate advertising budget. Please review these partnership options and opportunities. We are also open to new ideas—if you have an idea or promotion that is better suited to your marketing strategy, please let us know.

We would love to have you on our team. It truly is a great time to get in the game

*Thank you for your consideration*  
*Michelle Trevorian*

Thunder Bay Queens  
TBWHA - VP of Competitive Division

# \$5,000

# TEAM TITLE SPONSOR

*On going recognition in association with your team of choice*

- Sponsor name included as team highlight  
*ie. John Smith's Plumbing U11 Thunder Bay Queens*
- Includes your company name on all team advertisement and media releases
- One time tiered thank you advertisement - Digital Billboard
- Tiered thank you acknowledgement - Team Roll Up Banner
- 2025-2026 Thank you banner located at Fort William First Nation Arena
- Recognition at all team events
- 2 tickets to the Annual Thunder Bay Queens banquet
- Company logo and website link on main homepage and individual team page of the Thunder Bay Queens website
- Commemorative plaque from the team(s) sponsored
- Recognition highlight on the Thunder Bay Queens Instagram, Facebook and Twitter feed (see below example). Business name attached to any team associated post (ex. Tournament weekends see 3-5 posting per tournament). Our social media platforms are heavily followed by countless members of the Thunder Bay community reaching an average monthly viewing of **8,000** people
- Tax receipt issued to business for the sponsorship amount



[thunderbayqueens.com](http://thunderbayqueens.com)



[tbayqueens](https://www.instagram.com/tbayqueens)



Thunder Bay  
Queens Hockey



@TBayQueens

## GOLD \$3,000

- Company logo and website link on INDIVIDUAL team page of Queens website
- Gold Recognition highlight on the Thunder Bay Queens Instagram, Facebook and Twitter feed
- Tiered thank you advertisement Company Logo - Digital Billboard Signage
- Tiered thank you acknowledgement Company Logo- Team Roll Up Banner

## SILVER \$2,000

- Company logo and company website link on Sponsorship page of Queens website
- Two Recognition post on the Thunder Bay Queens Instagram, Facebook and Twitter feed
- Tiered thank you advertisement Company Logo - Digital Billboard Signage
- Tiered thank you acknowledgement Company Logo - Team Roll Up Banner

## BRONZE \$1,000

- Company name on Sponsorship page of Queens website
- One Recognition post on the Thunder Bay Queens Instagram, Facebook and Twitter feed
- Tiered thank you acknowledgement Business Name - Team Roll Up Banner

## QUEENS AMBASSADOR \$1,000 - \$2,500

- Naming rights to Queens Organization Events for the season (eg. Player Skill Development Session, Goalie Clinic, Educational Information Session, Coach Development, etc)
- Company name included in all social media posts and communication related to the sponsored event.
- Personalized sponsorship and promotional opportunities
- In-kind donations

## TEAM ROLL UP BANNER \$250

- Business name listed on team roll up banner. The banner is displayed at all team event and tournaments.

## PLAYER PROFILE AND TEAM BANNER \$500

- Business name listed on team roll up banner; and
- Company logo on the sponsored player profile page located on the team roster page of the Thunder Bay Queens Website.



**CUSTOM PROMOTIONAL OPTIONS** available to best suit your companies marketing strategy and needs, please let us know.

# THUNDER BAY QUEENS

## 2025-2026 SPONSORSHIP

Company name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Postal code \_\_\_\_\_

Email \_\_\_\_\_

Phone number \_\_\_\_\_

Company website \_\_\_\_\_

Contact Person \_\_\_\_\_

**Please choose level of sponsorship:**

- Title Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor
- Queens Ambassador
- Player Sponsor Banner
- Player Profile Sponsor

Return completed form and payment to:  
Team Manager, Sponsored Player, or Queens Board

CHEQUES TO BE MADE PAYABLE TO:  
Thunder Bay Queens  
*Receipts can be issued for sponsors upon request*



*Questions?*

Contact us at [tbqueensboard@gmail.com](mailto:tbqueensboard@gmail.com)

*Thank you*