

2023 SEASON



**WATERFORD**

**FOOTBALL**

**SPONSORSHIP  
OPPORTUNITIES**

WE ARE *WATERFORD*



August 15<sup>th</sup> 2023

Dear Prospective Sponsor,

Warm greetings from the Waterford Wolves football team! Our team, comprised of students aged 13-18, is the largest sport at our school. Through football, we aim to impart the importance of goal setting, unwavering effort, teamwork, and resilience. We want our athletes to not only wear the uniform but to carry the values they learn on the field into their everyday lives, making them better individuals both on and off the turf.

As we strive for excellence, we are excited to reach out to you, a prospective sponsor, who could play a pivotal role in our journey. We are actively seeking support for our 2023 fundraising campaign, which serves multiple important purposes. First and foremost, we are seeking to secure funding for our HUDL account, a cutting-edge platform that will enhance our team's performance analysis, learning, and growth. This account allows us to review games and practices, providing better instruction for our athletes.

We're also exploring purchasing an advanced camera system. These would allow us to capture game footage and practice sessions from an elevated position. This game film will not only aid in improving individual player skills but will also serve to showcase our athletes' talents, aiding them in garnering attention from university recruiters.

We also hope to invest in other equipment such as tackling tubes and other Safe Contact items that would help teach proper tackling techniques, ensuring our players stay safe while advancing their performance on the field.

To achieve these goals, we are seeking to raise between \$4000 to \$5000. Your generous contribution will not only directly impact our team's success but would also exemplify your commitment to fostering young talent and community spirit.

In return for your support, we are eager to help your business gain additional visibility. Our games attract a dedicated fan base, and our social media presence continues to grow steadily. Your sponsorship will be prominently displayed, reaching families, friends, and community members.

We wholeheartedly appreciate your consideration. Your support would have a lasting effect on our athletes, nurturing their growth and success. We eagerly anticipate the opportunity to discuss how your sponsorship can make a transformative impact in shaping the future of our team. Together, we can achieve remarkable strides on and off the field.

Thank you for considering our proposal. We look forward to the possibility of working.

Best Regards,

Andrew Miller  
Offensive Coordinator & Asst. Head Coach  
Waterford Wolves Football Team





## A Chance to Make a Big Impact with a Small Contribution! 🐺

In these challenging times, we recognize that every penny counts. That's why we're excited to introduce our **Wolf-Pack Supporters** and **Howling Heroes** sponsorships, designed to provide an easy and accessible way for friends, family, and community members to contribute to our beloved football program.

For just a \$25 **Wolf-Pack Supporters** sponsorship or a \$50 **Howling Heroes** sponsorship, you can play a vital role in helping us achieve our goals. These contributions might seem small, but when combined with the support of others, it has the power to create a lasting impact. By rallying together, we can achieve remarkable things, even in the face of economic challenges and rising costs.

Imagine, just 25 **Howling Heroes** sponsorships can fully fund one of our crucial initiatives - a year of access to our HUDL account, a platform that enhances our team's performance, learning, and growth.

Whether you're a family member, friend, or local business, your generosity will not only support our athletes but also strengthen the bonds of our community. We're asking you to be part of this incredible journey. Together, as a united pack, we can achieve extraordinary results.

Join us as a **Wolf-Pack Supporter** or a **Howling Hero**, and let's howl together for our team's bright future! 🏆🐺🏈. Thank you for being an essential part of our team's success!

For sponsorship inquiries or to make a contribution, please contact [sponsorship@waterfordfootball.ca](mailto:sponsorship@waterfordfootball.ca), or visit our website [www.waterfordfootball.ca](http://www.waterfordfootball.ca).

## **WOLF-PACK SUPPORTERS** \$25 Donation

- Recognition as one of our **Wolf-Pack Supporters** on our website.
- Entry for chance to win one of three official **Wolf-Pack Supporters** t-shirts.

## **HOWLING HEROES** \$50 Donation

- Recognition as one of our **Howling Heroes** on social media and on our website.
- Your name (or business name) printed on our **Howling Heroes** field-side banner.
- 2 Waterford Wolves **Howling Heroes** decals
- Entry for chance to win:
  - A customized **Howling Heroes** metal wall sign.
  - One of three official **Howling Heroes** t-shirts.
  - A Waterford Football flag.

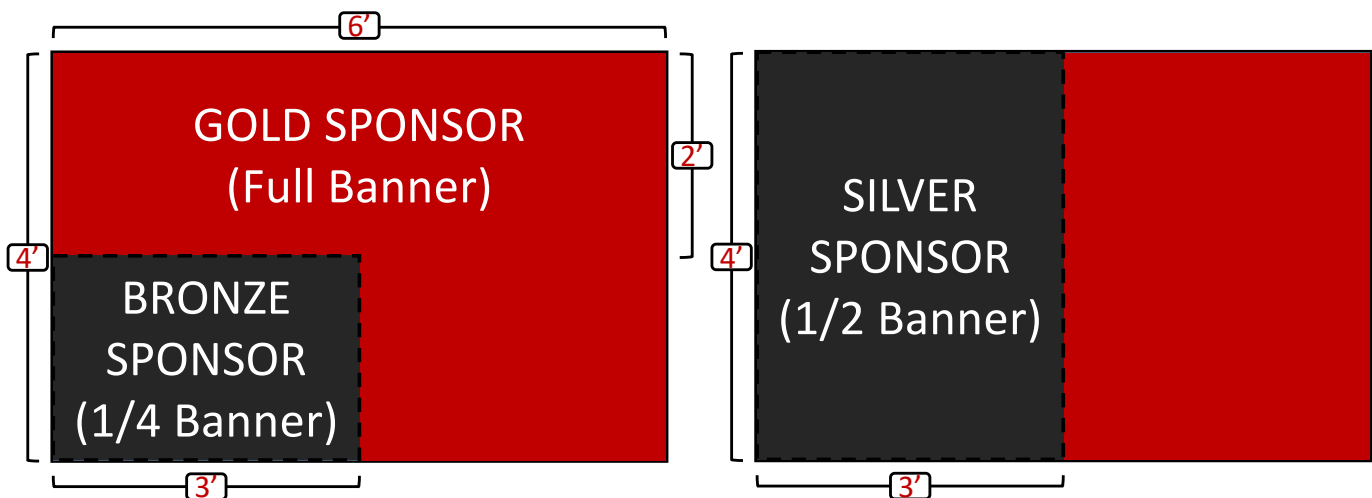


# FIELD-SIDE BANNERS



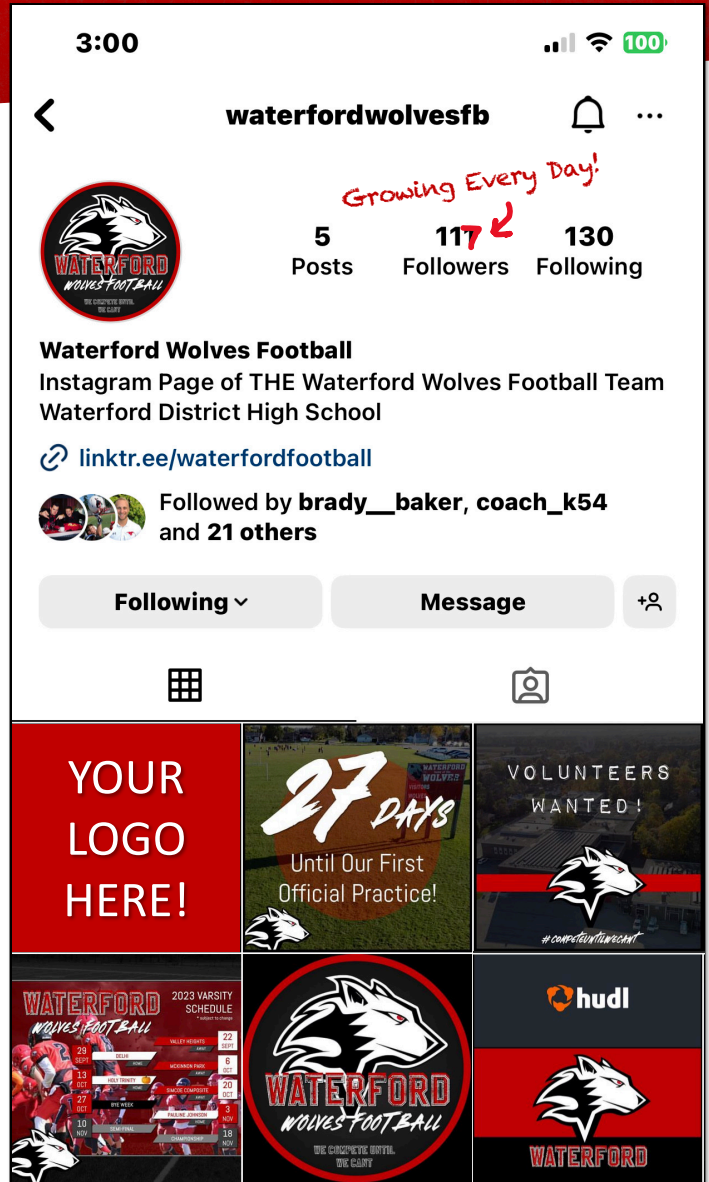
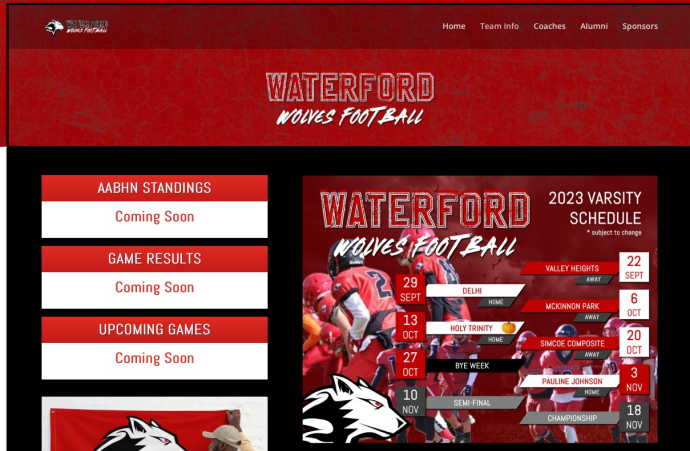
Our gameday banners are an opportunity to showcase your brand to our dedicated fans and the entire community. Our sponsors' logos will be prominently displayed on our double-sided sponsor banners during home games, facing both the field and the parking lot. Your logo's presence at the games complements its visibility across our digital channels, creating a seamless and impactful brand impression.

Make your mark where it matters - on the field, online, and in the hearts of our fans. Partner with us for a winning strategy that amplifies your brand's reach and influence. Contact us today to explore how your sponsorship can drive your business forward!



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# WEBSITE & SOCIAL MEDIA



Further elevate your brand through prime exposure on Waterford Football's website, social media channels and team app. As a sponsor, your logo will be featured prominently, resonating with our passionate followers, players, coaches, and parents. From exhilarating game moments to team updates, your business becomes an integral part of our online presence. Additionally, our team app ensures your logo is seen whenever users engage, creating a direct link with our active community. Partner with us to amplify your business, connecting with our network and showcasing your commitment to local engagement.





## AVAILABLE SPONSORSHIP LEVELS

Included	BRONZE	SILVER	GOLD	PLATINUM
Placement on website sponsor page.	✓	✓	✓	✓
Framed team photo	✓	✓	✓	✓
Social media sponsor announcement.	✓	✓	✓	✓
Custom Waterford Wolves "thank you" t-shirt.	✓	✓	✓ (x2)	✓ (x3)
Your company name announced as a sponsor during each home game.		✓	✓	✓
Official Metal Waterford Wolves sponsor wall sign		✓	✓	✓
Inclusion of your logo in the rotating banner on all website pages		✓	✓	✓
Additional "thank you" sponsorship post on Wolves social media twice per year.			✓	✓
Waterford Flag		✓	✓	✓
Team-Autographed Football			✓	✓
Your logo printed 2' x 3' on one of our game-day field-side banners for all home games.	✓			
Half of a game-day field-side banner (4' x 3') for all home games (logo + messaging).		✓		
Your own game-day field-side banner (4' x 6') for all home games (logo + messaging).			✓	
Your logo (and messaging) on the official Platinum Sponsor End-Zone Banner (6' x 8') below the scoreboard for all home games.				✓
<b>Cost:</b>	\$250	\$500	\$1000	\$1250

*Have a different sponsorship opportunity idea in mind? We'd love to hear your ideas!*



Thank you for taking the time to consider our proposal. Your willingness to consider supporting the Waterford Wolves football team speaks volumes about your commitment to empowering young student-athletes and strengthening our community. By aligning with us, you will not just be contributing financially, but becoming an essential part of our journey towards excellence.

As we eagerly anticipate your response, we're excited about the potential partnership that could bring transformative change to our team. Together, we can create a lasting impact on the lives of our athletes and foster the growth of both the team and the community.

Thank you again for your thoughtful consideration. We look forward to the possibility of working together to shape a brighter future for our team.

Should you have any questions or if you would like to proceed, please contact us at: [sponsorship@waterfordfootball.ca](mailto:sponsorship@waterfordfootball.ca) or visit our website: [www.waterfordfootball.ca](http://www.waterfordfootball.ca).



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