



COMMUNITY SPONSORSHIP OPPORTUNITIES

2025-2026





MESSAGE FROM THE BOARD

Since its founding, the Squamish Minor Hockey Association (SMHA) has proudly operated as a community-rooted, volunteer-driven organization dedicated to providing accessible and inclusive hockey programming for youth in the District of Squamish.

We are committed to nurturing not only athletic development but also the core values of sportsmanship, discipline, perseverance, and citizenship—both on and off the ice.

On behalf of the SMHA Board of Directors, thank you for considering a sponsorship partnership. Your support plays a vital role in helping us deliver high-quality recreational and competitive hockey experiences for children and families throughout our community.

Each season, our goal is to keep registration fees manageable while expanding opportunities for player growth through skills camps, mentorship, tournaments, and rep-level programming. SMHA supports athletes from U7 to U18, powered by dedicated volunteers, including coaches, team staff, and board members.

Simply put, we couldn't do it without the generous support of businesses and community leaders like you. Your sponsorship ensures that young athletes—regardless of background—have the opportunity to participate in and benefit from the game we all love.

We invite you to join us in supporting the future of hockey in Squamish and in helping shape confident, capable, and community-minded young people.

In hockey and community,
Squamish Minor Hockey Association Board of Directors

SMHA BOARD OF DIRECTORS

- > Leah Hodges - President
- > Craig Halliday - VP Rep
- > Anna LeGood - VP House
- > Emily Tomlinson - Secretary
- > Kat Gore - Treasurer
- > Conny Bonthron - Registrar & Risk Manager
- > Andrew Slater - Director - U11/U18
- > Jennifer Schorz - Director - U9/U13
- > Katie Jones - Director - U7/U15



WELCOME TO SQUAMISH MINOR HOCKEY EAGLES

SMHA is a community-based society, incorporated under the Societies Act of British Columbia, and operated on a not-for-profit basis. We are committed to ensuring that every child who wishes to play hockey has the opportunity to do so in a safe, respectful, and inclusive environment. Our programs foster individual growth, sportsmanship, and teamwork through both recreational (House) and competitive (Rep) divisions.

Our association is deeply rooted in the Squamish community, with long-standing relationships among local partners, businesses, and families who share our passion for youth development through sport.

To ensure a high standard of player development, SMHA offers access to professional skills programming led by experienced instructors and our Technical Director of Hockey, Jordan McCarl. With a background in junior-level play, kinesiology, and high-performance coaching, Jordan is dedicated to helping each player reach their full potential in a supportive and engaging environment.

Please note: SMHA is not a registered charity and therefore cannot issue charitable tax receipts for sponsorships or donations.





EVERYDAY EXCELLENCE THE EAGLE STANDARD

Excellence isn't a rare spark — it's a daily choice.

At SMHA, we believe the strongest teams are built on consistency, character, and effort. Our Everyday Excellence framework highlights what every Eagle can control, every day: the habits, mindset, and commitment that fuel both personal growth and team success.

These are the foundations that not only build great players but also great people — the traits that allow talent to grow and performance to thrive.

Everyday Excellence means:

ATTITUDE

Bring energy, positivity, and a team-first mindset to every practice, game, and team event.

EFFORT

Hustle on every shift, finish every play, and pursue improvement on and off the ice.

CHARACTER

Do what's right. Support teammates. Lead by example — in competition, training, and the community.

For our Rep teams, Everyday Excellence extends beyond the ice:

- Dryland training to enhance physical readiness
- Mental performance coaching to strengthen resilience
- Nutrition education to fuel peak performance
- Specialized skills development for position-specific mastery

These investments ensure that excellence is not left to chance — it's the standard we choose, every day.



OUR CORE VALUES - THE 3 C'S

SMHA is committed to both competitive excellence and broad community access — ensuring every player, from House to Rep, receives quality development opportunities in a safe, respectful, and inclusive environment.

CHARACTER

The ability to support and uplift teammates, coaches, and peers — even when your personal goals haven't yet been achieved.

COURAGE

Choosing to put team and community first — stepping outside of your comfort zone and doing what's right, even when it's difficult.

COMMITMENT

Consistent actions that show dedication to your team, your development, and your community — with purpose, regardless of the outcome.

We believe in nurturing talent at every level by providing programming that builds skills, confidence, and character — both on and off the ice.

EAGLES' HABITS

From strong puck movement and communication to competitive spirit and respect for the game.

Starts in practice!

- Be positive
- Move the puck with purpose, protect it with confidence
- Talk with purpose, lift each other up
- Be accountable, and hold your teammates accountable
- Compete relentlessly.
- Represent and embody our values throughout the community

These habits are modeled by our coaches, reinforced by our parents, and embodied by our players — creating a foundation for lifelong growth and sportsmanship.



OUR MEMBERS

SMHA proudly serves youth players aged 5 to 17. Each team participates in regular practices and games, with opportunities for tournaments and extra development throughout the season.

U7 (Ages 5–6)

Home ice games only with up to 2 tournaments/jamborees.
Development based in a low-competition, skill-building environment.

U11 (Ages 9–10)

Participate in league play with developing exposure to competitive hockey, games and tournaments. Optional Rep tryouts.

U15 (Ages 13–14)

House league play and tournaments; Rep league play with significant travel and tournaments.

U9 (Ages 7–8)

Participate in league play with developing exposure to competitive hockey, games and tournaments.

U13 (Ages 11–12)

House league play and tournaments; Rep league play with significant travel and tournaments.

U18 (Ages 15–17)

House league play and tournaments; Rep league play with significant travel and tournaments.



OUR CONNECTION WITH THE SQUAMISH NATION

Squamish Minor Hockey Association is proud to play, grow, and celebrate the sport of hockey on the traditional, ancestral, and unceded territory of the Skwxwú7mesh Úxwumixw (Squamish Nation). This acknowledgement is at the heart of our identity, reminding us of the responsibility we carry as stewards of community, inclusivity, and youth development.

In 2019, SMHA had the honour of collaborating with Squamish Nation artist Cory Douglas, who was born and raised in Squamish, to create a new logo for the association. While preserving our legacy eagle symbol, the new design deeply reflects the Indigenous art and culture of the Squamish community — serving as a proud visual expression of our shared roots and respect.

The SMHA logo appears on player jerseys and is a symbol of pride and unity for all our members, families, and volunteers.



Note: SMHA's logos and marks are protected and may not be reproduced or used without written permission from the association and under no circumstances may they be used for financial gain



CAMPS AND EVENTS

Each season, Squamish Minor Hockey Association hosts games, a variety of camps, clinics and development events that provide sponsors a valuable opportunity to gain community visibility while helping reduce program costs for families.

These events attract participants and spectators from across the Lower Mainland and beyond, showcasing the spirit of the Squamish Eagles both on and off the ice.

Pre-Season Camps



Held every August, SMHA's Pre-Season Camps prepare players for the upcoming season with targeted skills, skating, goalie training, and tryout prep.

Gear Swap



SMHA's annual Gear Swap allows families to donate or purchase gently used equipment at affordable prices, promoting sustainability and accessibility within the community. Proceeds directly support SMHA programming.

Rep & Development Camps



SMHA offers structured tryout periods and ongoing extra development sessions through its Eagles Skills and High Performance programs, giving players the chance to grow and be evaluated fairly for competitive play.

For sponsors, these events present an excellent opportunity to align with youth sport, foster community goodwill, and gain meaningful brand exposure at a high-traffic venue and through association communications.





OPPORTUNITIES FOR PARTNERSHIP

PREMIER PARTNER

(One partner per industry category)

Benefits include:

- Recognized as a Premier Partner in all SMHA marketing, communications, and promotions throughout the season
- Featured in SMHA's e-newsletter communications
- Regular brand mentions and tags on SMHA's active social media channels
- Prominent logo placement on all SMHA event collateral (website, camps, etc.)
- On-site promotional opportunities and signage at all major SMHA events
- Logo and link on the SMHA website, under featured sponsor section
- Opportunities to network with SMHA leadership and community partners
- Customized SMHA Eagles Jersey featuring your company branding
- Exclusive sponsorship category rights for the Premier Partner designation
- First right of refusal for renewal in the following season

\$15,000.00 per year

+ applicable taxes and production costs, where applicable.





OPPORTUNITIES FOR PARTNERSHIP

JERSEY PARTNER

(Three partners available per season)

Benefits include:

- High-visibility exposure throughout the season on 4 sets of SMHA Eagles-team jerseys
- 2 Home sets, 2 Away sets – each assigned to a different team
- Prominent logo placement on front left chest and lower back (below player number)
- Featured in SMHA's e-newsletter
- Logo placement on the SMHA website with backlink to your business
- Inclusion in print and digital media where Jersey Partners are acknowledged



3 Year Agreement

\$15,000.00 total / \$5,000.00 per year

+ applicable taxes and production costs, where applicable.



OPPORTUNITIES FOR PARTNERSHIP

BRENNAN PARK ARENA – RINK BOARD SPONSORSHIPS

Give your brand year-round exposure at Brennan Park Recreation Centre, the home of Squamish Minor Hockey Association. Your rink board will be visible during all SMHA practices, games, tournaments, and community events, as well as to broader audiences attending other ice sports and public skating.

Includes:

- Fan-facing rink board placement
- 12-month display in a high-traffic multi-use community facility
- Logo recognition on the SMHA website under featured sponsors
- Visibility across SMHA events, Rep tryouts, and public ice time

\$3,000.00 for a 3-year agreement

+ applicable taxes and production costs, where applicable.

DEVELOPMENT PROGRAM SPONSOR

Support the growth of young athletes by sponsoring SMHA's Eagles Skills and High Performance Development programs. These sessions are designed to sharpen technical ability and increase player performance across all divisions, including specialized goalie sessions.

Benefits include:

- Logo featured on Eagles Skills and Development program promotional materials
- Recognition on SMHA website under Development Program Sponsors
- Mentions in program registration emails and parent communications
- Exposure during all camp and extra skill sessions held September–March
- Optional on-site visibility or branded giveaways at sessions

\$2,500.00 per year

+ applicable taxes and optional branded materials cost



CAMPS AND DEVELOPMENT SPONSORSHIP

ESquamish Minor Hockey Association hosts a series of pre-season camps, including goalie training, skating development, and Rep tryout prep, and throughout the season, also offers development sessions. These camps and sessions are well-attended, making them an ideal opportunity for brand visibility.

PRESENTING SPONSOR | \$7,500.00

- "Presented by" logo on all camp promotional materials, signage, and web pages
- Logo placement on camp jerseys or training bibs (where applicable)
- Opportunity for booth/display presence on-site during camp week
- Ability to provide branded giveaways or swag to players and volunteers
- Logo featured on SMHA's website, emails, and social posts promoting camps
- Recognition in SMHA newsletter and season launch communications

CAMP PARTNER | \$3,000.00

- Logo included on in-arena signage and printed materials (if applicable)
- Logo featured in the Sponsor Bar on SMHA's website
- Opportunity for on-site presence or product displays
- Option to provide player or volunteer giveaways
- Brand mention in SMHA newsletters and social media

CAMP CONTRIBUTOR | \$500.00

- Logo inclusion on the SMHA website
- Option to provide swag or prizes for players and teams
- Opportunity for on-site presence during select sessions





OPPORTUNITIES FOR PARTNERSHIP

IN-KIND PARTNERSHIP

There are many meaningful ways to get involved beyond financial support. SMHA welcomes customized in-kind sponsorships that create high-impact visibility for your brand while supporting the growth and wellbeing of youth athletes in our community.

We are happy to collaborate with sponsors to design a package tailored to your business goals and community engagement efforts.

UNIQUE PARTNERSHIP OPPORTUNITIES INCLUDE:

- SMHA Events (e.g., Camps, Tryouts, Rep Showcases)
- Player Evaluations and Tryout Process
- Spring & Summer Development Camps
- Support for Team Culture & Leadership Initiatives
- Mental Performance Training and Wellness Support
- Player Safety Programs, including injury prevention and equipment access
- Volunteer & Coach Appreciation opportunities
- Coaching & Officiating Education and Certification Support
- Scholarship Contributions or Education Bursaries
- Support for new-to-hockey families and inclusion programs

SMHA HOCKEY ACCESS FUND

SMHA is committed to accessibility. Through community support and donations, SMHA helps reduce financial barriers for families who want to participate in minor hockey. Sponsorship contributions may also be directed to grant-supported families or programs aligned with our "Everyone Belongs" philosophy.

To discuss a customized in-kind or legacy sponsorship opportunity, please contact:
Leah Hodges – President | president@squamishminorhockey.com



FUTURE PROJECTS

Advocating for a New Ice and Recreation Complex in Squamish

Squamish Minor Hockey Association has outgrown Brennan Park's single-sheet arena — and did so several years ago. As our community continues to grow, so too does the demand for ice time. One of SMHA's primary goals over the next 3 to 5 years is to advocate for the development of a new multi-sport recreation complex in Squamish, including additional ice sheets to support our current and future members.

While SMHA continues to advocate for a new multi-sport complex, current sponsorship funds are allocated directly to player programming, development, and reducing costs for families.

Operating with only one municipal rink, SMHA faces serious challenges: limited practice slots, irregular scheduling, long waitlists, and — most critically — children being turned away from the sport entirely. Some players, including those as young as six, are unable to access programs due to lack of available ice. Despite our best efforts to maximize every available hour, it simply isn't enough.

Neighbouring communities have access to significantly more ice. For example, Langley supports around 1,000 minor hockey players across 12 rinks — a combination of municipal and subsidized private facilities. The lack of comparable infrastructure in Squamish restricts both player development opportunities and entry-level programming while increasing travel demands and costs for local families.

SMHA is actively working with local leaders and community stakeholders to ensure this long-standing need is prioritized. A new facility would not only benefit hockey players but also serve the broader community through fitness, recreation, and wellness programming.

If you would like to support, please contact SMHA President Leah Hodges at president@squamishminorhockey.com.

Let's build a future where all children in Squamish who want to play hockey — can.



WHERE YOUR SUPPORT GOES

Rep Teams

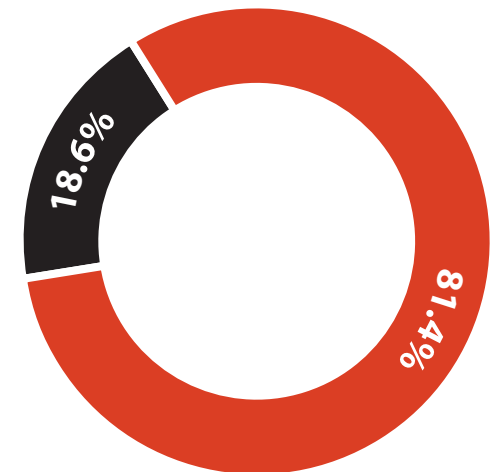
- **7 teams**
- **Fundraising Target:** $\$15,000 \times 7 = \$105,000$
- **Purpose:** Travel, tournaments, league fees, off-ice development (dryland, mental coaching, nutrition)

House Teams

- **12 teams**
- **Fundraising Target:** $\$2,000 \times 12 = \$24,000$
- **Purpose:** Equipment, tournaments, development sessions

Why the Difference?

Rep teams incur significantly higher out-of-pocket costs, including regional travel, tournament fees, and specialized training. Our fundraising efforts aim to ease these financial burdens and make competitive development more accessible.



81.4%

Rep Programs

18.6%

House Programs

THANK YOU

For all partnership enquiries please contact
President, Leah Hodge at
president@squamishminorhockey.com



president@squamishminorhockey.com



[@squamishminorhockey](https://www.instagram.com/squamishminorhockey)



[@squamisheagles](https://www.x.com/squamisheagles)

