



2026-2027

SPONSORSHIP OPPORTUNITIES

Building the Future of Hockey in Squamish





2025-2026 SEASON HIGHLIGHTS

A season defined by resilience, growth, and competitive excellence across all divisions.

Competitive Success

- Championship & Provincial Representation
- 3 Teams Qualified for BC Championships U18 A1, U18 A2, U13 A1
- Strong playoff performances across multiple divisions
- Continued presence at the highest levels of minor hockey in BC

Player Development

- Growth Across All Levels
- Expanded development programming across age groups
- Increased participation in rep and development streams
- Goalie development program strengthened (Beck / Brad)
- Introduction and growth of female hockey initiatives

Community & Culture

- A Stronger Hockey Community
- High volunteer engagement across all teams
- Successful events and game-day experiences
- Launch and growth of:
 - Junior Ice Helper Program
 - Female Hockey Camps
- Continued focus on sportsmanship, teamwork, and inclusion

QUICK SUMMARY OF OUR REP TEAMS THIS YEAR.

- **U11 A2** - won league banner and lost in a nail biter in the playoffs final game.
- **U11 A1** - won more games than any other team in their flight. Finished 2nd and 3rd in their tournaments.
- **U13 A2** - won both the league and the playoff banner. They also won a tournament champions.
- **U13 A1** - provincial champions. They also won 3 tournaments throughout the season.
- **U15 A1** - lost the playoff banner in their final game on a sportsmanship point. Finished 2nd in the Ridge Meadows tournament
- **U18 A1** - Penticton Tier 2 Tournament Champions
- **U18 A2 & U18 A1** - Qualified for provincials and finished with a record of 2-1 or 2-3.

Here is the House summary:

- **U13 C1** won league banner and playoff banner (top group)
- **U15 C1** won league banner and came 2nd in playoffs (top group)
- **U18 C2** won a playoff banner



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

Each season, Squamish Minor Hockey Association hosts games, a variety of camps.



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.



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.



Pro-D Camps

SMHA hosts camps throughout the season that align with the Professional Development Days established by School District 48. These one hour camps include an additional opportunity for on-ice development with our coaching staff, and include skills development such as expansion of reach, dekes, fakes, shooting, scoring, and small area games. Players are challenged to push themselves in a fun, yet competitive atmosphere.



Spring Camps

SMHA hosts Eagles Skills Spring camps in April and May, a 5 week development program.





EVENTS

Each season, Squamish Minor Hockey Association hosts games, a variety of 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.

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.

PARTNER WITH THE EAGLES

300+ YOUTH ATHLETES (U7-U18)

- 20 teams (Rep & House divisions)
- High community visibility
- Year-round engagement
- Growing demand in a single-sheet facility

WHY SPONSOR SMHA

REACH ENGAGED LOCAL FAMILIES ACROSS SQUAMISH

- Exposure through Rep travel across Lower Mainland
- Active social media and digital presence
- Strong community trust and volunteer leadership

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

Official Premier Partner of SMHA (Industry Exclusive)

Benefits include:

- Largest logo on game banners
- Premium placement of logo
- Top-tier website placement with backlink
- Quarterly featured social spotlight
- Tagged recognition in Rep tournament coverage
- Alignment with Rep Skills or Eagles Skills Program
- Event activation opportunities
- First right of renewal in subsequent season
- Tagged in all social media posts
- Acknowledgement at all SMHA events
- Nex to Zamboni, high visibility rink board and sponsor acknowledgement

\$20,000.00 per year

+ applicable taxes and production costs, where applicable.





OPPORTUNITIES FOR PARTNERSHIP

COMMUNITY SPONSOR

Strong brand presence supporting youth hockey

- Logo on game banners
- Website listing (Community Sponsor section)
- Recognition in newsletters and sponsor posts
- Social media acknowledgement
- Yearend Awards acknowledgement

\$5,000.00 per year and above

+ applicable taxes and production costs, where applicable.





OPPORTUNITIES FOR PARTNERSHIP

COMMUNITY SUPPORTER

Designed for small businesses and community contributors

- Logo or name listing on website
- Inclusion in annual sponsor thank-you communications

\$2,500.00 per year and below

+ applicable taxes and production costs, where applicable.



PROGRAM ALIGNMENT OPPORTUNITIES

Invest Directly in Player Development

- Rep Skills Program
- Eagles Skills Development Program
- Goalie Development
- Player Safety & Wellness Initiatives

Custom partnership packages available

WHERE YOUR SUPPORT GOES

- Rep Programs (coaching fees, Travel, tournaments, league fees, development)
- House Programs (Equipment, tournaments, development sessions)
- Off-ice development (dryland, mental coaching, nutrition)
- Accessibility support for families in need
- Accessibility to video review software
- gear for initiation levels

BUILDING THE FUTURE OF HOCKEY IN SQUAMISH

Working collectively with the District's Recreation Task Force for a new multi-sport, arts and leisure facility

- Addressing growing demand for indoor sport access
- Expanding opportunities for youth, families and seniors
- Partners play a critical role in community growth





BUILDING THE FUTURE OF HOCKEY IN SQUAMISH

Advocating for a New Multi-Sport, Arts, Recreation and Leisure Complex in Squamish

Squamish Minor Hockey Association has outgrown Brennan Park's single-sheet arena — and has for several years. As our community continues to grow, so too does the demand for indoor sport access, as well as arts, recreation, and leisure opportunities for youth, families, and seniors.

One of SMHA's primary strategic priorities over the next three to five years is to advocate for the development of a new multi-sport recreation complex in Squamish, including additional ice sheets to support both current and future generations of athletes.

SMHA is working collaboratively with the District of Squamish's Recreation Task Force and community stakeholders to ensure this long-standing infrastructure need remains a municipal priority. While we actively support this advocacy effort, it is important to note that current sponsorship funds are allocated directly to player programming, development initiatives, and reducing financial barriers for families.

Operating with only one municipal rink presents ongoing challenges: limited practice availability, compressed and irregular scheduling, extended waitlists, and — most critically — young athletes being turned away from the sport altogether. In some cases, children as young as six are unable to register due to lack of available ice time. Despite maximizing every available hour, capacity simply cannot meet demand.

By comparison, neighbouring communities benefit from significantly greater infrastructure. For example, Langley supports approximately 1,000 minor hockey players across 12 rinks — a mix of municipal and subsidized private facilities. The absence of comparable facilities in Squamish restricts entry-level participation, limits development pathways, and increases travel time and costs for local families.

A new multi-sport facility would serve far more than hockey. It would expand access to fitness, recreation, arts, and wellness programming for residents of all ages — strengthening community health, connection, and economic vitality.

If you would like to learn more or support this long-term vision, please contact SMHA President Leah Hodges at president@squamishminorhockey.com. Let's build a future where every child in Squamish who wants to play — can.



WHERE YOUR SUPPORT GOES

Rep Teams

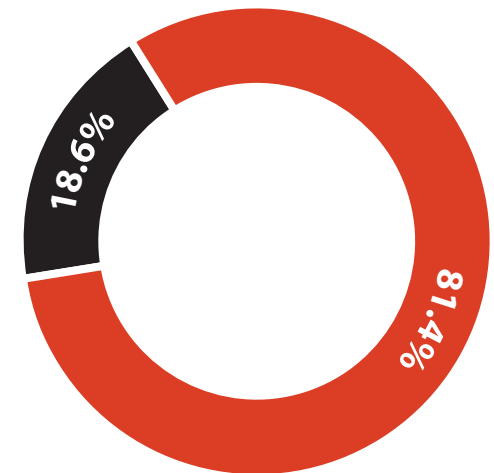
- Coaching fees, Travel, tournaments, league fees, development
- Off-ice development (dryland, mental coaching, nutrition)

House Teams

- Equipment, tournaments, development sessions
- Accessibility support for families in need

Why the Difference?

Rep teams incur significantly higher out-of-pocket costs, including coaching fees, 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

LET'S BUILD THE STANDARD TOGETHER

Leah Hodges – President



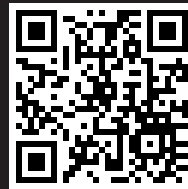
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[@squamisheagles](https://www.x.com/squamisheagles)



Squamish Minor Hockey Association
We look forward to partnering with you.

