



# HAMILTON HURRICANES

The 'value' of junior football in the community can be found considering the path of the championship team after leaving the Hurricanes. Since 1972, these players have gone on to become:

- Chief Executive Officer of a global multi-national insurance corporation
- President & CEO of a major recycling facility
- President & CEO of a major chain of family fitness facilities
- President / General Manager of a non-profit housing corporation
- President / Owner of an ATM company
- President / Owner of real estate-appraisal company
- Fire Chief
- Several school principals
- A PHD who directs research at a major Canadian university
- Executive with the Ministry of Labour
- Corporate lawyer
- Senior Vice President of a national insurance brokerage firm
- National Vice President of Canada's largest bank

- Police officers
- Teachers

Many attribute their success to the life skills learned while playing for the Hurricanes.

The Hamilton Hurricanes offer the opportunity for local businesses to be directly involved in their community development by way of sponsorship.

## WHY BECOME A SPONSOR?

### Marketing

Demonstrating your commitment to a local organization through sponsorship provides your business with promotion. Becoming a sponsor will provide your organization with the perfect marketing opportunity to reach a wide Hamilton audience. The Hamilton Hurricanes draw a wide variety of fans from the Hamilton area, and attendance is on the rise.

### Advertising

As a 2011 sponsor, you will receive advertising in the Team Program, distributed at each home game. This provides your organization with exposure and potential sales.

### Brand Recognition

The Hurricanes have a website loaded with great features and information on the team. Your brand will be displayed on the team website with a link to your own page as a thank you for your sponsorship.

### Networking and Hospitality

The Hamilton Hurricanes are set to provide another exciting season of football, and are favoured to do well in the 2011 Canadian Championship. As a sponsor, you will receive benefits only offered to sponsors, such as complimentary game passes for each home game, either for yourself or as gifts to your customers and staff.

### Tax Deduction

Your sponsorship donation may be eligible for a tax receipt. Please make a request when you donate.



"Winning Play"

2010 Ontario Championship Game