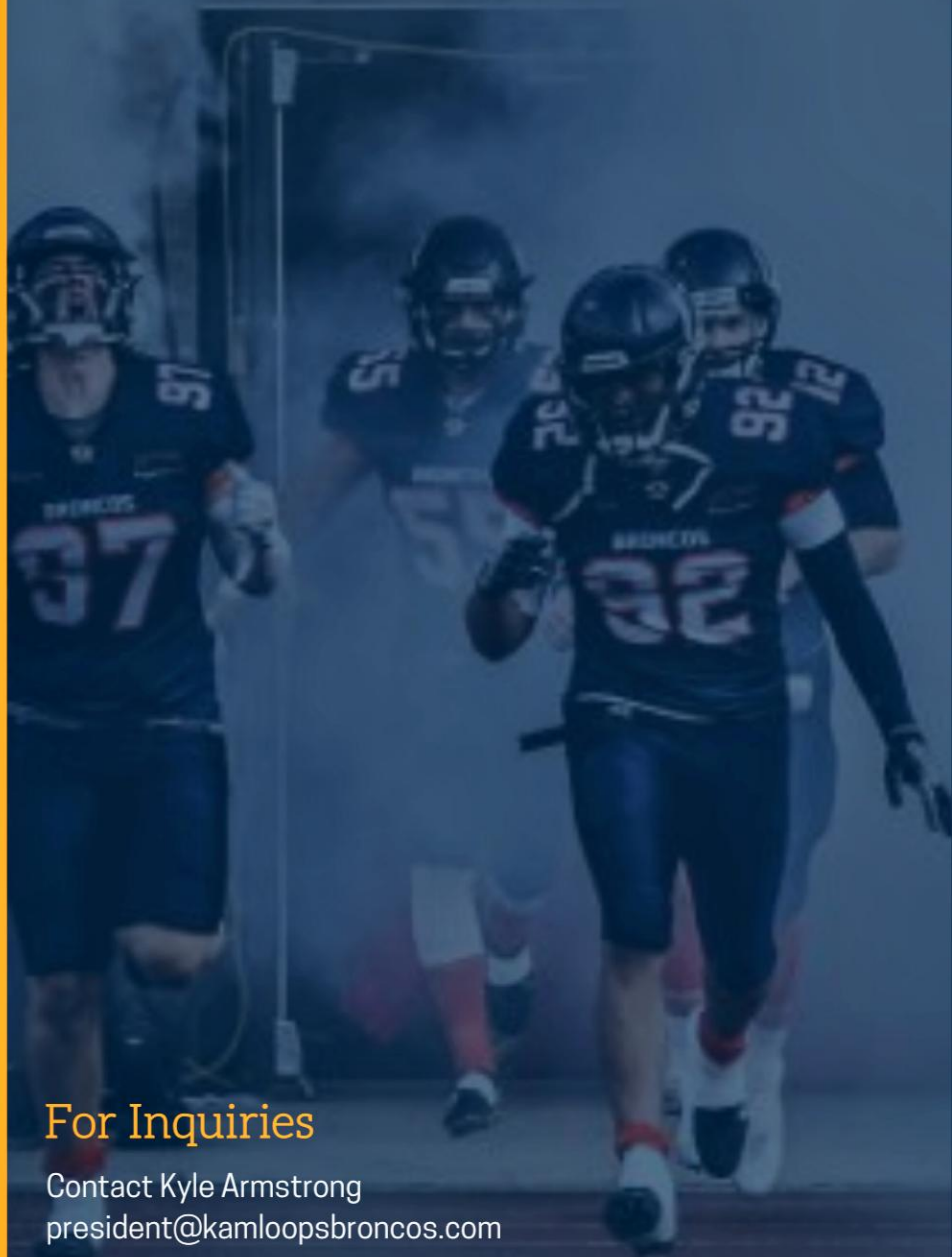




# SPONSORSHIPS Package

Who We Are  
The Kamloops Broncos is an amateur football team playing in the Canadian Junior Football League. The Broncos play host to over 60 athletes looking to develop and improve their football career. Playing at Hillside Stadium the Broncos average over 500 fans a game and has capacity to host 2,000 fans a game.

2023 SEASON  
KAMLOOPS  
BRONCOS  
HILLSIDE STADIUM



## For Inquiries

Contact Kyle Armstrong  
[president@kamloopsbroncos.com](mailto:president@kamloopsbroncos.com)



\$250 | Game for each  
\$1,000 | Season for each

Receive announcements every  
time the Broncos makes one of  
the following plays:

- Touchdown
- Field Goal
- Quarterback Sack
- Timeout

\$150 | Game for each  
\$750 | Season for each

- Big Play
- Special Teams Big Play
- Fumble
- Interception

**4 GAME  
TICKETS  
INCLUDED**

## Build Your Own Package

Choose From:

- In-Game Sponsors
- PA Announcements
- Season Tickets
- Use of Broncos  
Logo and Name
- Coin Toss Sponsor
- Social Media  
Recognition
- Field Sign
- Tent Activation
- Half Time Sponsor
- Your Creativity

**For Inquiries**

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## 2023 SEASON KAMLOOPS BRONCOS

**SPONSORSHIP  
PACKAGE**



**For Inquiries**

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# MEET THE BRONCOS



**KYLE ARMSTRONG**  
**TEAM PRESIDENT**

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I first joined the Broncos in 2008 playing for 3 seasons as a defensive back. Following my playing days, I coached the Broncos for another four seasons. In 2020 I became Team President hoping to turn the Broncos organization into one of the best junior football programs in Canada and giving young players a place to develop skills both in football and in life. It is so important to give back to the community and to create opportunities for young athletes in all sports.



**BRADEN**  
**VANKOUGHNETT**  
**HEAD COACH**

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In 2018, Braden joined the Broncos coaching staff for two years before becoming the Head Coach in 2020. Before Braden took over as Head Coach the team went winless in the previous two seasons. Last season Braden took the team to a 4-6 season narrowly missing the playoffs. "It's great getting some wins for the players and the fans. For me the real win was seeing how the players grew and developed over the season. Let's bring a playoff game to Kamloops next season."



# IN GAME SPONSORS



## Benefits Received

- Flexibility with per game purchase
- Up to 5 home games available
- Exclusivity per game
- When your game play happens receive PA Announcement and Streaming Announcement for your organization
- 4 tickets to that game

## \$250 | Game for each \$1,000 | Season for each

Receive announcements every time the Broncos makes one of the following plays:

- Touchdown
- Field Goal
- Quarterback Sack
- Timeout

## \$150 | Game for each \$750 | Season for each

- Big Play
- Special Teams Big Play
- Fumble
- Interception

The Broncos host 5 home games in a season. As a sponsor you have the opportunity to be involved in every game.





# SPONSOR A PLAYER



## Covers Players

- Portion of Player Fees
- League Fees
- Player Insurance
- Travel Costs

## Gold | \$2,000

Receive:

- 1 Social Media Post
- Website Recognition
- Game Day Program Recognition
- Field Sign
- 1 in game PA Announcement
- 1 in game Broadcasting Announcement
- 1 Broadcasting advertisement: Pre-game, Halftime, During game
- 10 Season Tickets

## Silver | \$1,500

Receive:

- 1 Social Media Post
- Website Recognition
- Game Day Program Recognition
- Field Sign
- 1 in game PA Announcement
- 1 in game Broadcasting Announcement
- 4 Season Tickets

## Bronze | \$1,250

Receive:

- 1 Social Media Post
- Website Recognition
- Game Day Program Recognition
- Field Sign
- 2 Season Tickets

There will be up to 60 players who are on the team this season, all of whom have team and league fees to pay. Sponsoring a player will help more players afford to play.





# TEAM SPONSORS



## Tailgate Party | \$5,000

Receive:

- 5 Social Media Post
- Website Recognition
- Game Day Program Recognition
- Field Sign
- 4 in game PA Announcement
- "Tailgate Party Presented by ..."
- Banner at Tailgate Party
- 1 in game Broadcasting Announcement
- 1 Broadcasting advertisement: Pre-game, Halftime, During game
- 10 Season Tickets
- Exclusivity of Tailgate Party
- Use of Kamloops Broncos Logo and Name

## Post Game Party | \$5,000

Receive:

- 5 Social Media Post
- Website Recognition
- Game Day Program Recognition
- Field Sign
- 4 in game PA Announcement
  - Telling fans to go to this place after the game
- 1 in game Broadcasting Announcement
- 1 Broadcasting advertisement: Pre-game, Halftime, During game
- 10 Season Tickets
- Exclusivity of Post Game Party
- Use of Kamloops Broncos Logo and Name

Football has many loyal fans because of the community created by pre and post game events. The Broncos look to create excitement about the team through these events.





# TEAM SPONSORS



## Social Media | \$5,000

Receive:

- Logo on every Broncos Facebook & Instagram Post
- Website Recognition
- Game Day Program Recognition
- Field Sign
- 4 in game PA Announcement
- 1 in game Broadcasting Announcement
- 1 Broadcasting advertisement: Pre-game, Halftime, During game
- 10 Season Tickets
- Exclusivity of Social Media Sponsor
- Use of Kamloops Broncos Logo and Name

## Starting Lineup | \$2,000

Receive:

- "Starting Lineup Presented by ..." for all 5 home games.
- Website Recognition
- Game Day Program Recognition
- Field Sign
- Every Game has a starting lineup
- 1 in game Broadcasting Announcement
- 1 Broadcasting advertisement: Pre-game, Halftime, During game
- 10 Season Tickets
- Exclusivity of Starting Line Up
- Use of Kamloops Broncos Logo and Name
- Each game purchased individually

The Broncos will look to grow their brand this season by building their digital marketing channels. They look to have a bigger presence on social media platforms and creating more digital interactions.





# TEAM SPONSORS



## Game Sponsor | \$2,000

### Receive:

- "Today's Game is Presented by ..."
- Company Does the coin toss
- 1 Social Media Post
- Website Recognition
- Game Day Program Recognition
- Field Sign
- 1 in game Broadcasting Announcement
- 1 Broadcasting advertisement: Pre-game, Halftime, During game
- 10 Season Tickets
- Exclusivity of Starting Line Up
- Use of Kamloops Broncos Logo and Name
- Each game purchased individually
- If Season Presenting is purchased this package is void

## Season Sponsor | \$9,000

### Receive:

- "2023 Season Presented by ..."
- 2 Social Media Posts a Week
- Website Recognition
- Game Day Program Recognition
- Centre Field Sign
- 5 in game Broadcasting Announcement
- 2 Broadcasting advertisement: Pre-game, Halftime, During game
- 20 Season Tickets
- Exclusivity of Season Sponsor
- Use of Kamloops Broncos Logo and Name
- No Partnerships with Competition (Unless already committed)
- Game Sponsor package for every game, benefits included

The Broncos strive to play a key role in the community. The right partnership with aligning beliefs and values is crucial in becoming a key piece in the community.





# BUILD YOUR OWN PACKAGE



## Choose from:

In-Game Sponsors

PA Announcements

Season Tickets

Use of Broncos Logo and Name

Coin Toss Sponsor

Social Media Recognition

Field Sign

Tent Activation

Half Time Sponsor

Your Creativity

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Every organization has different needs when it comes to sponsors. No need to be limited to a pre-determined package. Let's work together to create a package that works best for you.

