



PETERBOROUGH
WOLVERINES
FOOTBALL



SPONSORSHIP PACKAGE 2024



Peterborough Football is made up of the Kinsmen Minor Football League (KMFL, est. 1980) and the Peterborough Wolverines Football Club (est. 2010). Coming together in 2021, the organizations operate in partnership; pooling resources while serving as tandem leagues focused on development and rep level streams, respectively.

Sponsorship opportunities will cover a 12-month period with heightened brand promotion occurring during the months of April to November during regular league play. The Wolverines will play a minimum of 20 home games (plus playoffs) between May and August, with an average of 300-500 people walking through the gates for each game. The KMFL runs its games from 9am to 2:30 pm every Saturday from September to November, averaging 400 - 500 spectators each day.

Your generosity will help provide equipment and resources for kids from the ages of 8 to 18 and help us to teach important life skills including teamwork, discipline, leadership and resilience.

SPONSORSHIP OPPORTUNITIES

CHAMPIONSHIP

Touchdown package +

Opportunity to promote your business at two (2) KMFL weekends and two (2) Wolverines home game weekends
Hoodie, T-Shirt, Hat & Paw Sticker (\$126 value); 52 social media shout outs annually
(number of games and dates will depend on team schedules)



\$2,500

**Rally Towel
upgrade!!
[contact us
for details]**

TOUCHDOWN

Field Goal package +

One 'large' A-frame banner displayed at fieldside
Hoodie, T-shirt & Paw Sticker (\$91 value); 26 social media shout outs annually



\$1,500

FIELD GOAL

First Down package +

Game day announcements & shoutout on PA
T-shirt, Hat & Paw Sticker (\$71 value); 18 social media shout outs annually



\$1,000



FIRST DOWN

Game Day Kickoff package +

Website banner & Peterborough Football banner prominently displayed on game days.
T-shirt & Paw Sticker (\$36 value); 12 social media shout outs annually



\$500

GAME DAY KICK OFF PROGRAM

Advertising opportunities in our Game Day Kick Off Program,
Business card 3.5x2" - \$250 or 8x5" - \$400, Paw Sticker (\$6 value)



\$250-\$400



3.5" x 2" \$250	

8" x 5" \$400

CUSTOM PACKAGES

Organizations interested in a customized sponsorship package, please contact
Mark Porter, Sponsorship Director at sponsorship@peterboroughwolverines.ca
We are excited to work with you!



Contact Name

Company Name

Street Address

City

Phone

Email

ARTWORK / LOGO

ARTWORK

Please make sure your artwork for the program is in a PDF format. We would ask that you would design your own Ad for our program. Please follow the sizes below:

Program Artwork:

Half Page 8x5"

Business Card Size 3.5x2"

Banner Artwork: 3ftx6ft
(36x72")

Please ensure all artwork includes an additional 0.125" on each side of your graphic for printing purposes.

E.g. You sponsor a half page ad at 8x5" - your artwork to send should be 8.25x5.25"

LOGO

Please make sure your file for your logo is big enough for clarity on our website and printed materials. We recommend 300ppi or vector imagery for logos [Illustrator [.ai or .eps format]].

All artwork/logos can be emailed to sponsorship@peterboroughwolverines.ca

Bleed - 0.125" around artwork

Your main
artwork

SPONSORSHIP OPPORTUNITIES

- ☐ Championship Sponsor
- ☐ Rally Towel upgrade
- ☐ Touch Down Sponsor
- ☐ Field Goal Sponsor
- ☐ First Down Sponsor
- ☐ Game Day Kick Off Program
- ☐ Half Page Ad ☐ Business Card Size Ad
- ☐ Custom Sponsor Inquiry

PAYMENT

Amount \$

- ☐ Cash
- ☐ eTransfer
eTransfer@peterboroughwolverines.ca
- ☐ Cheque
Cheques are payable to: Peterborough Wolverines