

Sponsorship is changing!

During the last few years, many Hockey Associations as well as other Sports Leagues have seen less revenue from fewer sponsors. Businesses want to know how sponsoring a team will help drive their sales and revenue and are looking for a positive return on investment (ROI) to validate their support.

It's not just the economy. Some businesses and merchants can't afford it, while others can no longer justify the expense without a good ROI. If this is effecting your Association, we have a turnkey solution that addresses your sponsor's concerns.

SMSnet is a text messaging service that promotes local and regional businesses to your players and parents. Any parent and/or high school aged player with a cell phone register at no charge and agree to receive one or two text messages per week during your hockey season. (It's free to receive text messages in Canada if you have a monthly cell phone plan or a 'pay as you go' plan with a text messaging option.)

There is no work for your association. SMSnet contacts sponsors and prospective sponsors in your community and shows them how they can start or enhance their sponsorship relationship with your association. Prospective sponsors are directed to your Association Sponsorship Director.

We contract with sponsors and prospective sponsors who are interested in promoting their business to your association through text messaging and when they do, you earn additional revenue.

How it works:

During registration, we include a simple one page form in your online registration process. An offline format is available as well. Only those parents who want to participate in the program opt-in and they can also register their high school aged players, if applicable.

Messages are age and content appropriate and include special offers that are of interest to your players and parents. All messages are vetted to ensure accuracy, value and appropriate content by SMSnet based upon your criteria.

Players and parents receive their message and decide to take advantage of the text offering: it could be a free meal upside, BOGO, or a special promotion at a sports store or other retailer that evening or on the weekend. Text messages cost nothing for participants to receive but offers them value relevant to their needs while earning your Association a few cents on every message sent.

These pennies quickly add up to thousands during your playing season; see the chart below:

# of players / parents	750	1000	1250	2000	2500	3000
cost to merchant	\$ 0.20	\$ 0.20	\$ 0.20	\$ 0.20	\$ 0.20	\$ 0.20
royalty fee @ 35%	\$ 0.07	\$ 0.07	\$ 0.07	\$ 0.07	\$ 0.07	\$ 0.07
royalty for 1 text per week	\$ 52.50	\$ 70.00	\$ 87.50	\$ 140.00	\$ 175.00	\$ 210.00
revenue potential 32 weeks	\$ 1,680.	\$ 2,240.	\$ 2,800.	\$ 4,480.	\$ 5,600.	\$ 6,720.
royalty for 2 texts per week	\$ 105.00	\$ 140.00	\$ 175.00	\$ 280.00	\$ 350.00	\$ 420.00
revenue potential 32 weeks	\$ 3,360.	\$ 4,480.	\$ 5,600.	\$ 8,960.	\$ 11,200.	\$ 13,440.

In addition, your Association receives one free text message for your own use every two months with extra messaging available. Use your free messages to announce a special event, contact coaches, congratulate a team, or remind members about try-outs or tournaments.

There is absolutely no work for staff, coaches, volunteers, parents, players or your Executive. SMSnet works on your behalf at no charge to enhance your sponsorship relationships, find new sponsors and generate a new community revenue stream for your association.

Better sponsor relationships, great deals for players and parents, more revenue for your association and no additional work; what are you waiting for? Call us today at 905-716-6916 or [email us](mailto:info@smsnet.ca) for more information or to arrange for a presentation at your next Executive meeting.