

COLD *FIGHTER JETS* LAKE

Senior Football team
Locally owned and operated.
Society status
Newest member of the **Alberta Football League**



COLD ***FIGHTER JETS*** **LAKE**



FIGHTER JETS SENIOR FOOTBALL

18 + MEN'S RECREATION

FIGHTER JETS ROSTER

- ATTRACTS MALE ATHLETES FROM ALL OVER CANADA.
- LOCAL PLAYERS RECRUITED FROM COMMUNITY (MILITARY INVOLVEMENT ACCOUNTS FOR 30% OF ROSTER) AND LAKELAND HIGH SCHOOLS,
- DEVELOPMENT FOR POST UNIVERSITY AND CJFL

****FORMER NCAA ATHLETES AND CIS****
15 INVITES TO CFL CAMPS IN LAST 4 YEARS
INCLUDING 6 SIGNINGS

**FIGHTER JETS HEAD COACH AND
DEFENSIVE COORDINATOR**

Chris McKenna

- COACHED LOCAL HIGHSCHOOLS
- PREVIOUS AFL COACHING BACKGROUND



COLD

FIGHTER JETS

LAKE

**LOGO
REVEAL**

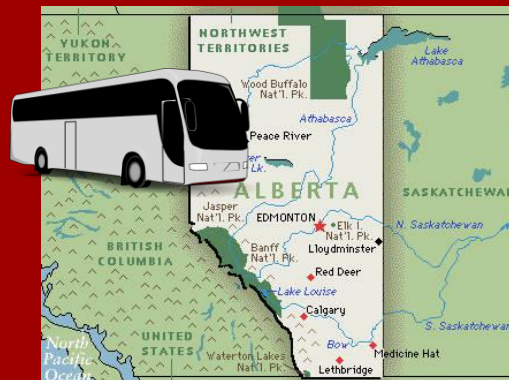
**FIGHTER FIGHTER
JETS**



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TEAM BUDGET

- Major Budget items
 - Impact of team on city
- **less than a family of 2****



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Sponsorship and Advertising

- Permanent advertising opportunities
- Brand new branding opportunities.

Company involvement

**Proposal to City of Cold Lake
to help cover operating cost**
Chart included

FIGHTER JETS	Major Sponsorship Item (Choose one of the following)	Minor Team advertising items	Fighter Jets Fan and partnership gear
CITY LEVEL SPONSORSHIP	Home Jersey (front top left breast patch)	Logo on team calendar	10 VIP passes for Community Partner/ Sponsor lounge
	Seating Section Designated hill area for family picnic area or kidz zone/slide area	P.A recognition once per Half -Advertise your next big community event!	10 fan passes to each Home Game + Playoffs
		full page advertisement in Souvenir program. Mid season release.	Table for 8 at awards banquet
		City logo on team website Includes link to company website	Fighter Jets fan jersey with City of Cold Lake nameplate and custom number
			Team picture/sponsorship plaque recognizing the City of Cold Lake as proud supporter of Fighter Jets Football.
			Logo on back of First Season Souvenir T-shirt. Mid Season release

City of Cold Lake	Items proposed from the city
\$10,000	Practice facility Covered 1 Tues - Prac Fri- Walkthrough
	Home and Leisure show - Table