



## South Muskoka Shield

c/o Gord Carey  
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June 21, 2011

### Dear Potential Sponsor,

On behalf of the South Muskoka Shield, we would like to extend an invitation to you and your company to become a sponsor for our 2011-2012 season. The South Muskoka Shield is one of the founding teams in the GMHL. The league opened its doors in early 2006, with a unique concept and approach to improving the standard of developing young hockey players within a Junior 'A' league format setting. We're committed to the growth and development of ice hockey players aged 15 to 21 years old giving these young men a chance to showcase their talent through competitive play. As of 2008, the League has adopted much of the National Collegiate Athletic Association's ice hockey rulebook.

The South Muskoka Shield has been exceptionally successful, especially in the past 3 years. We were Russell Cup Champions in 2009 and finalists, losing in the 7<sup>th</sup> game of the finals in both 2010 and 2011. Although the League allows for an unlimited number of players of any nationality, our team has always had a high proportion of local talent on the roster... last year we had 10 players from Muskoka, 4 from Simcoe County, 3 from other parts of Ontario, 3 from other parts of Canada and finally one American, one Latvian and one Swedish player. We are also pleased to welcome back Head Coach Dallyn Telford.

We are looking for sponsors who are willing to donate to assist in covering our major expenses such as ice time, officials, equipment, uniforms and transportation costs. In return for your contribution we will support your business with advertising and benefits according to the attached schedule. Our sponsors are also provided exposure through our website [www.SouthMuskokaShield.com](http://www.SouthMuskokaShield.com) which will be completely updated by September 1<sup>st</sup>, 2011.

Our regular season schedule includes 42 games, 21 games are played on home ice. We are looking forward to playing in the renovated Gravenhurst Centennial Centre and expect a return of our league-leading fan attendance at all our home games - although we will be attempting to schedule a few games at the Bracebridge Memorial Arena depending on ice availability.

The South Muskoka Shield looks forward to building a strong partnership with your company. We truly appreciate your consideration in this effort and are available for any questions or comments that you may have in this endeavor. To receive more information, please contact South Muskoka Shield General Manager, Gord Carey at 705-684-8348 or by email at [southmuskokashield@gmail.com](mailto:southmuskokashield@gmail.com).

Thank you for your support,  
Sincerely,

Gord Carey  
General Manager  
South Muskoka Shield