



## TEAM SPONSORSHIP PROGRAM

## SPRING-SUMMER 2009

## TABLE OF CONTENTS

Introduction Page 3

History of Point and Feather Page 4

### Details of Sponsorship

Initial Donation Page 5

Sponsorships Card Page 5

End of Year Wind up Party/ Re-Sponsorship Page 6

Conclusion and Termination Page 7

Registration List Page 8

## INTRODUCTION

Thank you for choosing the Point and Feather ; it is our extreme pleasure to sponsor your team!

The Point and Feather has now been serving the Calgary and the South West for over twenty years and we enjoy giving back to the community in any way possible.

Your team has been selected from numerous applicants for one of the following various reasons,

- local association
- devoted patrons
- returning sponsor

To ensure both the Point and Feather and your team benefit as much as possible from this relationship we have developed the following package that will outline and highlight key components of your sponsorship program.

Following this package is a registration list that will need to be filled out by each of your team members, signed and returned to us to activate your sponsorship account.

## OUR HISTORY

Today's Point & Feather Neighborhood Pub is the result of an interesting journey. We haven't always been known as "The Pub of the South West".

Located in the Oak Bay Plaza, The Point & Feather Neighborhood Pub first opened its doors in the early 1980's. At that time it was a 100-seat Restaurant and a 40-seat lounge.

Situated in the heart of the communities of Oakridge, Bayside, Palliser, and Pumhill and across from the Glenmore Reservoir, we knew that there were many customers who needed a warm and inviting place to take the edge off. We had a vision of what that place looked like.

So, in 1992 we renovated the Pub to have a timeless, Old English feel. In 1994 The Spirits of Oakridge Wine and liquor store was built beside the Pub, and then in 1999 we decided to add a 40-seat patio to give our pub community more space and variety.

In 2003 we underwent another renovation to finish the feel of the pub and to establish its current look. Today the Point & Feather is a cozy, warm and spacious retreat, seating up to 240 guests, but still feeling like the Old English watering hole it has always been loved for.

## JOIN US

True to form, the Point & Feather Neighborhood Pub is a community staple. We cater to all ages and clientele in the surrounding communities, and have a consistent regular clientele. In that way, we're kind of like a family, and we're always welcoming more into the fold.

The Point & Feather Neighborhood Pub is great for private parties of any size. The "Library" and the "Den" provide our customers with a secluded and intimate space in which to mingle with your select group of invited guests.

Or, join us in the main pub. With its warm decor, old atmosphere, friendly and courteous customer service, and 18 beers on tap, the Point & Feather is a great place to watch any sporting event with good friends. Not to mention, our great wine and scotch lists.

The Point's entertainment includes 11 HD plasma, and four big screen TVs, which are always on, featuring all Flames games and NFL Sunday Ticket. We also have NTN, QB1, Trivia, 2 pool table, 2 dartboards, 2 Golden tee golf video games, a Buck hunter video game, and for the risqué, a Private Gaming room with 9 VLTs.

## DETAILS OF SPONSORSHIP

### Initial Start up Donation

Your team will receive an initial start up donation; this amount is based upon various factors

- size of team,
- location of team
- Previous sponsorship etc.
- Team requirements

This amount is determined on an individual basis with the management of the Point and Feather and the organizer or captain of each team.

### Sponsorship Cards

Your team will be given team sponsorship cards that have a unique identification code allocated to it.

This card will allow you to receive a discount of:

- 15% off regular priced food
- 15% off regular priced drinks
- 0.35 cent wings all day and everyday
- Special Team Priced Jugs of Canadian, Coors Light & Pilsner

As well as allowing you to receive your discount; the card will allow us to track your average spending at the establishment. It will track your weekly monthly and overall yearly spending. This allows us to more efficiently and effectively track the teams we sponsor, additionally it will benefit you as a team because it will allow us to ensure you receive proper proportional amount of initial start up donation in following seasons.

(\*\*These discounts will only be applied when a minimum of 5 team members are present.)

A communication channel will be developed with your team's organizer or Captain where we can communicate the standings on bi-weekly or monthly basis of all the teams we sponsor and where your team falls in regards to overall spending and standings.

## END OF SEASON WIND UP PARTY

The Point and Feather sponsors numerous teams throughout the athletic seasons, and we would like to throw a wind up party for the team who we sponsor and spends the most over the allocated sponsorship period (one team for spring/summer sports and one for fall/winter sports).

Through tracking the spending that is allocated to your card we can then determine at the end of our sponsorship terms which team has spent the most and that team will receive a wind up party (or team building party if their season is still in progress) which will be in amount of 15%\* of their total spending over the sponsorship term.

The next top 3 teams will be guaranteed sponsorship for the following year and will be entered into a draw for a 15% increase in their initial sponsorship donation the next season.

\*The contribution to your wind up party will be in the form of food and beverages provided by the Point and Feather and will be held in our den section based on availability.

The Following Table illustrates potential savings and the contribution amount to a wind up party based on visiting the Point and Feather twice a week and spending an average total bill of \$150.00.

### WITH 10 TEAM MEMBERS THAT'S ONLY \$15.00 EACH PER VISIT!

| <u>Month</u>                         | <u>2 Visits Per Week</u> | <u>Amount Spent Per Visit</u> | <u>Total Monthly Spending</u> | <u>Immediate Discount</u> | <u>Contribution Wind Up Party</u> |
|--------------------------------------|--------------------------|-------------------------------|-------------------------------|---------------------------|-----------------------------------|
| April                                | 8                        | 150 x8                        | \$1,200.00                    | \$180.00                  | \$180.00                          |
| May                                  | 8                        | 150 x8                        | \$1,200.00                    | \$180.00                  | \$180.00                          |
| June                                 | 8                        | 150 x8                        | \$1,200.00                    | \$180.00                  | \$180.00                          |
| July                                 | 8                        | 150 x8                        | \$1,200.00                    | \$180.00                  | \$180.00                          |
| August                               | 8                        | 150 x8                        | \$1,200.00                    | \$180.00                  | \$180.00                          |
| <u>Total During Sponsorship Term</u> |                          |                               |                               | <u>\$900.00</u>           | <u>\$900.00</u>                   |

## TOTAL SAVINGS AND CONTRIBUTION OF \$1,800

## IN CLOSING....

We are extremely excited that you have chosen to come to the Point and Feather for sponsorship. Your continued patronage or future patronage is greatly appreciated.

Through this program we aim to give back to the community, build lasting relationships and promote the continuation of physical activity.

We wish all our teams the best of luck and successful season.

**We hope to see some championship trophies!**

### Termination of Sponsorship

The Point and Feather reserves the right to revoke sponsorship at any time. Sponsorship can be revoked for abuse of discount privileges, instigation or disturbances at the establishment, misrepresentation of the Point and Feather and/or illegal use of the Point and Feather name logo and or trademarks.

