



BLUELINE

CALGARY ROYALS ATHLETIC ASSOCIATION

BlueLine Magazine - 2024



Calgary Royals Athletic Association BlueLine Magazine Sponsorship Letter

The Calgary Royals Athletic Association each year produces the BlueLine Magazine, the concept of the BlueLine Magazine is to raise funds through advertising sales for our 14 teams who participate in elite level AAA, AA and Junior B Hockey programs. It also serves as a yearbook and keepsake for our Royals players and families. The players range in age from 11 - 21 years and many of our players have moved on to WHL, CJHL, NCAA and NHL careers.

The BlueLine Magazine profiles all 14 Calgary Royals teams. Team photos and rosters, individual player photos and profiles and editorial articles are all including in the magazine. Each year we print approximately 800 magazines. Each May they are distributed around the City of Calgary plus a variety of other locations where our teams travel to attend various tournaments.

The Calgary Royals Athletic Association is a non-profit organization. Run by dedicated volunteers. All profits realized will go towards operating costs of each of our 14 teams. The Calgary Royals Athletic Association is dedicated to operating a competitive hockey program in Calgary. Each year we promote and encourage the development of individual hockey skills and positive attitudes towards sportsmanship, education and citizenship.

Our team is currently selling advertising space in the BlueLine Magazine. We are asking for your support by purchasing an advertisement in the BlueLine Magazine. The current BlueLine Magazine is available for viewing on the Calgary Royals website.

<http://www.calgaryroyals.ca/>

Further questions can be directed to the _____ at _____

The Calgary Royals appreciate and thank you for your support!