



LA LIGUE FÉDÉRALE DES AS

PARTNERSHIP PROSPECTUS

ABOUT OUS



LA LIGUE FÉDÉRALE DES AS, IS

An innovative adult hockey league created from a sports association that is more than twenty years old: the Saturday Hockey Brotherhood. The latter brings together amateur players, including several childhood and long-time friends who want to play competitive, clean and friendly hockey.

After several years of hard work and growth, we want to consolidate our status as the benchmark for adult hockey in Quebec and around the world through targeted expansion with partners who want to make a difference in their community by using the wonderful unifying platform that is hockey.

OUR HISTORY

- Creation of the Night Hockey Brotherhood, precursor of the LFA: 1999
- Creation of the LFA: December 12th, 2012
- Inaugurale season: 2013-2014
- 1st expansion: 2014-2015
- 1st Summer season: 2015
- 1st Winter Classic in the history of Montreal: January 16, 2016
- 2nd, 3rd, 4th and 5th expansion: 28 teams (soon to be over 30 and hockey 7 days a week)
- Several matches against international teams

OUR MISSION

- Optimal hockey experience
- Professional management
- Friendly & competitive game
- Make hockey accessible to as many men and women as possible
- Hockey 365 days a year
- Innovation and visionary creation
- Community support
- To establish itself as the benchmark for adult hockey on the planet

A PASIONATE TEAM



Jean-François DesBois
Founder & CEO



Stéphane Pilette
Disciplinary Prefect



Jason Roy
*Chief Recruiter & Operations
Manager on the North Shore*



Bradley Ogier
Head Referee



François Chartier
Chief Statistician



Jacob Poliquin
Communications manager



Rémy Babin
Sales Advisor

THE PARTNERSHIP

LA LIGUE FÉDÉRALE DES AS

A PARTNERSHIP THAT OFFERS A CHOICE OF VISIBILITY ON THE HOCKEY PLANET

Since its creation in December 2012 and the holding of its inaugural match on September 14, 2013, the Ligue Fédérale des As has been in constant growth and is now well established as the benchmark for adult hockey in the country.

No other amateur league, in any sport, comes close to the level of excellence attained by the LFA. Whether it is the optimal hockey experience offered to its members, its exclusive and unique trophies, its video productions, the rich and elaborate content of its digital platforms or its involvement in the community through fundraising to support community organizations, the LFA is a visionary and innovative league that has no equal. A good example is the organization of the first Winter Classic in the history of Montreal, which was held on January 16, 2016, raising \$10,000 for the Montreal Canadiens Children's Foundation.

We raised more than \$100,000 through our various citizen initiatives. Since 2013, the support of our partners has allowed us to grow by pursuing our mission of offering a quality sports product, while supporting the community by being one of its committed members. This combination is a win-win for us, our members, the people we support and our partners.



HOCKEY FIRST

During the first deconfinement in the summer of 2020, the Ligue Fédérale des As was one of the few hockey leagues to resume its activities, which allowed us another expansion from 8 to 14 teams, attracting at the same time players from the Eastern Townships , Trois-Rivières, the Quebec City region and even from Ontario, who drove hours to have the opportunity to play with us. The same phenomenon was repeated during the second deconfinement in 2021, which allowed us yet another expansion from 14 to 28 teams with now 7 hockey programs 6 nights a week and even more members.

We are constantly searching for new ice time which remains the number one problem in the greater metropolitan area for adult hockey. With a waiting list of players and goalies who want to integrate our teams, our plans for a dozen new programs, we would like to remedy this problem by creating a consortium to build a multifunctional sports center that would also house community organizations to respond to demand, solve social problems and get our fellow citizens moving.



The 2022-2023 season will be our 10th anniversary and we are already preparing a new web platform, and are in talks to create the ultimate sports management system that we intend to bring to market. With a series of new uniforms and special events to mark the occasion, we wish to maintain our alliances as well as associate ourselves with new partners of choice, to mark this important milestone in our history.

EXCLUSIVE TROPHIES



Heritage Cup



Tremblay Trophie



LFA Cup



Hockey Brotherhood Cup



Individual Trophie

Some of our original and exclusive trophies signed TOTEM URBAIN. The LFA RUSH 3v3 and Défi LFA Tournaments, Satellite Division, North-Shore/South-Shore Divisions and LFA Pick-Up Challenge trophies do not appear in this image. Note that all trophies can be associated with a partner who will have the name of the trophy changed in their honor and its logo integrated into the unique design of the chosen piece.

Counting on a list of more than 1200 active members with a newsletter that reaches more than 2000 individuals including members of the media, sports associations and different political levels, we intend to continue our expansion in the greater metropolitan area and at the provincial and international level.

Being in the first results of various search engines, the LFA attracts the interest of visitors as its website outrageously stands out from other hockey league platforms at all levels. By becoming a partner of the LFA and with the growth of the latter, you will be able to benefit from the positive spinoffs that it generates, which in turn will direct a targeted clientele to your company.

With hard work, 12 months a year since our creation, we have risen to become one of the leading adult hockey leagues in the hockey world. We reach French-speaking and English-speaking hockey players and fans, mainly in the greater Montreal area but also throughout Quebec, Canada, the United States and even Europe.

SOME OF OUR TEAMS



HIGHLIGHTS

THE LFA IS MORE THAN A LEAGUE, IT'S THE LEAGUE OF ADULT HOCKEY LEAGUES IN THE WORLD

Being a partner of the LFA means associating with an innovative and visionary adult hockey league that offers its members an optimal hockey experience worthy of the major circuits. The association between your company and the LFA makes it possible to support its activities, continue its expansion by offering new hockey programs while in return bringing visibility to your company vis-à-vis a target audience.

THE LFA, IS ALSO:

MARKING MOMENTS

Participation in the PASSION HOCKEY exhibition at the Pointe-A-Callière Museum in association with the Canadian Museum of History and the Montreal Canadiens to mark the centenary of the National Hockey League at the same time. Major event with our logos, jerseys, flags and videos as a backdrop.

IMPACT IN THE COMMUNITY

The LFA organizes each of its Grand Finals as a charity event that supports a community organization. More than 500 games open to the public are organized each year.

TARGET AUDIENCE

The LFA offers hockey for anyone who wants to play recreational or competitive but still friendly hockey. We offer a chance to everyone, regardless of experience, gender, age or caliber with programs adapted to everyone

- Adult Hockey
- Women's Hockey
- Senior Hockey
- Mixed-gender Hockey

RESOURCE PARTNERS

We have set up a register of resource partners during the Covid-19 Pandemic to support our members. This commitment to our members and their well-being is part of our mission to offer the best and think outside the box.

THINK DIFFERENTLY

The LFA doesn't just offer ice time; we offer a complete and optimal hockey experience with careful management of players and teams to ensure fair and safe play for all!

ANNUAL TOURNAMENTS

We hold two separate annual tournaments. THE LFA RUSH 3V3 and the DÉFI LFA. Both take place on a single day and allow players from different teams to play in the same tournament. This enable us to forge links between our members which reinforces the friendly side of the LFA.

THE LFA RUSH 3V3 is held during the winter and takes place on a reduced ice surface with 3v3 teams. THE DÉFI LFA takes place in the spring with 5v5 teams and raises funds for the Sun Youth food bank.

Both are social and festive events with a charitable element to them that make the LFA logo shine and those of its partners and sponsors.



OUR DIVISIONS



CENTRAL DIVISION

The Central Division was the first division of the LFA. It includes all the benefits of being part of the premier adult hockey league in Montreal, and has a rich history of epic games, lifelong friendships and the most imposing trophies in amateur hockey. While retaining the LFA recipe of players of different levels making up our formations, we generally find our best elements there.



SATELLITE DIVISION

The Satellite Division was the second division to join the LFA family. In its early days, it offered an original game format, with alternating 5-player units creating newteams each week. With growing demand, it grew to 4 and now 6 teams with a standard game format. This division as the same caliber of play as the founding division.



CHALLENGE DIVISION

The LFA Challenge was created following the reopening of the Verdun Auditorium to allow our members to play weeknights on one of the best ice in town . The LFA Challenge offers the same competitive and FRIENDLY style of play as our other multi-team programs. A way to spice up our members' hockey season with the added bonus of a luminous trophy!



BUZZ DIVISION

The Buzz Division offers a recreational-competitive experience and has established itself as our development division in which many veterans also play. It also offers its participants the chance to win one of our exclusive trophies.



PICK-UP DIVISION

The Pick-Up Division offers a freer style of play without a game plan, where the teams change each game. It's perfect for those who prefer to play a little less competitive hockey for the sheer joy of playing. This division is offered in Montreal and on the South and North shores of Montreal.



3V3 PICK-UP DIVISION

Following the success of our annual 3V3 LFA RUSH tournament, we created a new division to allow fans of this style of play on reduced ice to play each week in a Pick-up + game formula. The teams are made up of 6 players and a goalkeeper with a fast and continuous style of play.



SOUTH SHORE DIVISION

The Rive-Sud Division allows players who do not wish to cross bridges to play competitive but friendly hockey in the 450 region. Like most of our divisions, it offers a mix of players of various caliber and the chance to win a trophy filled with history.



NORTH SHORE DIVISION

For the same reasons as the South Shore division, the North Shore division was created to expand the territory that the LFA covers to allow a greater number of hockey players to take advantage of our recipe for competitive but FRIENDLY hockey. Both share the same championship trophy which will turn over time into an inter-divisional championship within a season or two.



LFA HORIZON

The LFA Horizon division offers a series of friendly outdoor games, in a bucolic playing environment unique to Montreal located on the rooftop of a building in the Mile-X district. Without statistics and trophies, participants play for the pure pleasure of playing hockey.



LFA HORIZON DECK

In the spring of 2023 we will add a new branch to our activities with the LFA HORIZON DECK which will take place just like our HORIZON division on the rooftop of a building in Mile-X district. Several deck hockey leagues exist but none have the LFA touch and a place like the one we plan to use. A new championship trophy will be created because unlike our Horizon division in the winter, we want our DECK division to be competitive but like all of our other programs, FRIENDLY.



LFA ROCKETTES

The Rockettes Division is in development and eventually wants to offer 100% female hockey in a recreational/competitive and always friendly setting with an exclusive trophy in their image.



LFA REC 101 MIXTE

The LFA REC 101 Mixed division offers men and women the opportunity to play together and practice our national sport in a **recreational** setting. No statistics, championships or trophies. Simply an opportunity to play for the love of hockey in a structured setting with balanced and fair teams for all.

ONE COMMUNITY

BEING ASSOCIATED WITH THE LFA MEANS BEING PART OF THE FAMILY AND THE COMMUNITY

The Federal League of As enjoys an enviable reputation and relies on the support of several renowned partners who help the league to continue and improve while benefiting from the visibility and support of our members.

By being a main partner of the league, you benefit from the prestige and visibility shared by the association of our various partners on the same platform.



AND MANY OTHERS...



**LA LIGUE
FÉDÉRALE DES AS,
FOR AN OPTIMAL
HOCKEY
EXPERIENCE**



TESTIMONIALS

The LFA has several hundred of regular and substitutes members. Some were looking for a well-run league with convenient hours to simply skate and play hockey, but the vast majority fell in love with what the league offers more than any other adult hockey league in Quebec.

We are always trying to improve our product and our methods while keeping in mind the pleasure of the game while offering our members an unparalleled hockey experience.



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The LFA is a bit like the NHL of beer leagues. Competitive, well organized but friendly. By far the most amusing “garage league” for which I had the opportunity to play. When you join the LFA, you join a great passionate hockey family. You also join a league in motion that keeps innovating to improve the experience of the players in the league.

SIMON LAVERY-LEBEAU

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I have been looking for the equivalent of a minor hockey league for adults for several years. The few well organized leagues are filled with idiots and dangerous players. The LFA selects its players on the lot and expels any dangerous player. The result is a safe, friendly, but competitive league where you can play good hockey safely. The organization takes care of all the details to provide a hassle-free experience.

ALEXANDRE OUELLET

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A few years ago, I decided that I needed to get back into hockey after nearly a 10 year hiatus. Word of mouth brought me to the LFA. I was immediately bitten by the LFA bug; a social organization with hockey and its members at the forefront. We often refer to adult hockey leagues as “beer leagues” but it would be a grave mistake to think of the LFA as a beer league. The LFA, through its policies and administration, offers players an incredible hockey experience that is unmatched.

MATTHEW PERIS

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The LFA is not just another hockey league, It is a family. A hockey lover's paradise, the LFA surpasses any other league in every aspect whether it be the players who compose it or the administration that is constantly improving the league. Nothing else can compare, YOU have to try it, it's a decision you won't regret!

MICHAEL-ANTHONY GABRIEL

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The LFA is a league where intensity rhymes with healthy competition. Unlike the majority of adult leagues, I feel safe on the ice of the LFA. I love being able to “bother” and get in my opponents head on the ice and then be able to sip a beer in the stands immediately after the game with those same individuals who were my opponents shortly before.

FELIX DUFOUR-LABRECQUE

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The LFA is the adult hockey league by excellence in the country. It's the only one to offer an optimal hockey experience to its members. It offers a multitude of sponsorship opportunities that allow these partners to obtain a maximum of prestige and visibility.

The league's website is the richest and most complete in the industry offering varied and high-quality content which increases the experience of its visitors, members and partners. The site is constantly being improved and updated in order to remain at the top of searches for adult hockey leagues in Quebec.



Through our social commitment, we organize event games to raise funds for community organizations. In addition to the positive light this brings the league, our partners see their company associated with this solidarity movement In the eyes of thousands of people of all horizons.

Each team as its own original logo, which makes it easy to identify the locker rooms for the players and create a sense of belonging. Partners wishing to sponsor a team can choose the name of the team in consultation with the league and a personalized logo will be created accordingly.

The partners of the LFA see a rapid return on their investment by the support of our members. It's without counting on their entourage and the visibility targeted towards the greater public on our various platforms. Our multiple broadcast media, our special games events, our annual galas and our benchmark status in the world of amateur sports are all sources of visibility for your company. A partnership with the LFA will give you a visibility more prestigious and less expensive than in most traditional advertising media

LFA partners enable the organization to focus its efforts on the managing and growth of the league and the constant improvement of the product. These efforts benefit both parties who see their image expand in front of our members and thousands of supporters as well as business people from all walks of life. Join the LFA for prestigious and targeted visibility.

Many partnership options are offered in order to meet the needs and budgets of all; from major partner to calendar or team sponsor there exist a partnership package for you. Ask to consult the menu of the various options to get an idea of the packages available.

SPECIAL EVENTS



« The LFA is the best run league I have ever played in by far.
The Tesla of adult hockey leagues...»

The LFA has a variety of special events throughout the year, many of which support local community programs. We have marked the Montreal sport scene for the last decade creating special event logos and posters distributed across the island for all our major events.



A hockey player in a green and black uniform is celebrating on an ice rink, holding a large trophy high above his head. The trophy is a large, multi-tiered cup with a glass bowl. The player is wearing a green jersey with white stripes on the sleeves and black pants. The background shows the ice rink and the arena's interior.

LA LIGUE FEDERALE DES AS
PARTENARIAT
2023

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