



SUBJECT: New "common name" for RAB - Deadlines for submissions Sunday Feb 8th

Dear RAB members and parents;

Those of you who attended the past "AGM" (in May) may remember that we introduced the idea and plan for rebranding the Ringette Association in Burlington along with the rationale for this step. For those who were not in attendance allow me to introduce this to you and to take a moment to explain the process and the rationale for this step.

The rebranding contest is to choose a common name for all the teams – such as Eagles, Bulldogs, Barracudas, etc.. The rationale is as follows...

- ⇒ All the teams will have a common name (as already stated)
- ⇒ We will have a common recognizable identity
- ⇒ We will then be able to promote the association and raise its profile within Burlington and throughout Ontario
- ⇒ Any "RAB" wear can be used for more than one year
- ⇒ We are the only association without a common name

I must clarify that we will still be the Ringette Association of Burlington (RAB), but the logo on the jerseys will show the team name – as seen with other associations.

Our goal is to come up with a logo, design a uniform, and purchase new jerseys in the near future. But, before we do any of this we must first choose a name. Therefore, as promised at the AGM, we are now beginning the process of choosing a name. Each of you is encouraged to submit a name that you would like to see become our identity. Please submit all suggestions to name-rab@burlingtonringette.com by February 8th, 2009.

When suggesting a name consider the following...

- ⇒ Should be good for all ages (4 to adults)
- ⇒ Not be offensive culturally, ethnically, religiously, etc.
- ⇒ Preferably not associated with other Burlington sports teams – Stampeders, Eagles, Cougars, Panthers, etc.
- ⇒ Consider a name with impact
- ⇒ Consider logo design and how this name will look

All suggestions will be reviewed and considered, however the "RAB" executive reserves the right to make the final decision.

Respectfully,

Terry Wigmore
President – Ringette Association of Burlington