

2023/24 AAA U18 Wheat Kings



Sponsorship Opportunity



New Rink, New Opportunities...



As you may or may not know, in 2020/21 the AAA U18 Wheat Kings moved to a new facility. The team now calls the J&G Arena home. With this move comes new and exciting prospects including upgraded broadcasting abilities and additional opportunities to help promote sponsorships in many different ways.

Why work with the AAA U18 Wheat Kings?

The U18 Wheat Kings are an important part of the community. During the long winter months, the team offers great hockey action at an affordable price for the whole family! Within the new facility, the team saw record breaking attendance and capacity reaching numbers. Not only does the team draw in-person attendance, but through our Hockey TV broadcasts, we see those numbers even higher!

Getting your sponsorship seen doesn't just stop at the rink. Through multiple social media applications such as Facebook, Twitter and Instagram, the team's fan base is growing daily!



Sponsorship Opportunities

The team would like to thank you in advance for taking the time to review the following sponsorship opportunities. With various options to choose from, we hope that your business is able to choose the best option that will not only contribute in the team's growth as a program but to help your business get its name in front of all our fans for the 2023-24 hockey season.

Once you have chosen your sponsorship option, please call/text or email Barb Gregory in order to secure your opportunity. Please make contact as soon as possible in order to give us time to build your advertisement in time for the start of the season, which is quickly approaching!

Barb Gregory 204-724-8773 or barbgregory@royallpage.ca

Video Replay Sponsorship: \$5,000 per year (1 Opportunity Remaining)

Includes:

- 2 second still of your company logo immediately before and after every replay, all season for 23 home games plus any playoff games
- A replay includes all home and visitor goals and all penalty replays
- Average 10 replays per game or 20 stills of your logo
- Hockey TV Advertising (your logo shown during the live broadcast)
- Included in this package are 23 game day tickets
- One sponsorship opportunity, includes all home games for the 2023-24 season

Home Jersey: 2 Year Sponsorship \$4,000 - \$2,000/yr (1 Opportunity)

Includes:

- - Your company logo on all the home jersey
- - A 15 second prime time video between periods of your company/logo
- - Social Media Advertising (Facebook, Twitter and Instagram shout outs)
- Hockey TV Advertising (your logo shown during the live broadcast)
- Included in this package are 23 game day tickets
- One sponsorship opportunity

Sold Out!

Away Jersey: 2 Year Sponsorship \$4,000 - \$2,000/yr (1 Opportunity)

Includes:

- Your company logo on all the away jersey
- A 15 second prime time video between periods of your company/logo
- Social Media Advertising (Facebook, Twitter and Instagram shout outs)
- Hockey TV Advertising (logo shown during the live broadcast)
- Included in this package are 23 game day tickets
- One sponsorship opportunity
- Away jerseys will be worn at home for half the games

Team Pants Sponsorship: \$4,500 - \$2,250 per year (1 Opportunity)

Includes:

- - Your company logo on all team pants
- - A 15 second prime time video between periods of your company/logo
- - Social Media Advertising (Facebook, Twitter and Instagram shout outs)
- Hockey TV Advertising (logo shown during the live broadcast)
- Included in this package are 23 game day tickets
- One sponsorship opportunity

Glove Sponsorship: 2 Year Deal \$4,500 - \$2,250 per year (1 Opportunity)

Includes:

- - A 15 second prime time video between periods of your company/logo
- - Social Media Advertising (Facebook, Twitter and Instagram shout outs)
- Hockey TV Advertising (logo shown during the live broadcast)
- Included in this package are 23 game day tickets
- One sponsorship opportunity

Helmet Sponsorship: 2 Year Deal \$4,500 (1 Opportunity)

Includes:

- - A 15 second prime time video between periods of your company/logo
- - Social Media Advertising (Facebook, Twitter and Instagram shout outs)
- Hockey TV Advertising (logo shown during the live broadcast)
- Included in this package are 23 game day tickets
- One sponsorship opportunity

Game Day Sponsor: \$500 per game (19 Opportunities)

Includes:

- - A 15 second prime time video/still image between periods of your company/logo
- - A 15 second pre-game time video/still image during warm up and between warm up and the first period
- - Name recognition announcement at the game prior to your sponsorship game as well as during your sponsored game
- - Game Day Give Away Opportunity (come out to the game and give out coupons, samples, business cards or brochures!)
- - Social Media Advertising on game day (including Facebook, Twitter and Instagram shout outs)
- Hockey TV Advertising (your logo shown during the live broadcast)
- Included in this package are 23 game day tickets
- This package has 19 sponsorship opportunities (1 game per sponsorship)

Premium Game Day Advertising: \$1,000 per game (4 Opportunities)

Includes:

- - A 15 second prime time video/still image between periods of your company/logo
- - A 15 second pre-game time video/still image during warm up and between warm up and the first period
- - Name recognition announcement at the game prior to your sponsorship game as well as during your sponsored game
- - Game Day Give Away Opportunity (come out to the game and give out coupons, samples, business cards or brochures!)
- - Social Media Advertising on game day (including Facebook, Twitter and Instagram shout outs)
- Hockey TV Advertising (your logo shown during the live broadcast)
- - Included in this package are 23 game day tickets
- - First come first serve for play-off games for same service at no additional cost
- This package has 4 opportunities and includes the Yellowhead and South West games, which bring in close to capacity numbers, during the 2023-24 season

Game Day Line-up Advertising: \$1,250 (1 Opportunity)

Includes:

- - A 15 second pre-game time video/still image during warm up and between warm up and the first period
- Your company logo on game day line up sheets which are handed out at each home game
- - Social Media Advertising on game day (including Facebook, Twitter and Instagram shout outs)
- Included in this package are 23 game day tickets

Sold Out!

- One sponsorship opportunity, includes all home games for the 2023-24 season
- Penalty Kill Advertising: \$1,500 (1 Opportunity)**

Includes:

- - Company name announcement during each game when the U18 Wheat Kings receive a penalty
- - A 15 second prime time video/still image between periods of your company/logo
- - Social Media Advertising (including Facebook, Twitter and Instagram shout outs)
- Hockey TV Advertising (your logo shown during the live broadcast)
- Included in this package are 23 game day tickets
- One sponsorship opportunity, includes all home games for the 2023-24 season

Power Play Advertising: \$1,500 (1 Opportunity)

Includes:

- - Company name announcement during each game when the U18 Wheat Kings are on a power play
- - A 15 second prime time video/still image between periods of your company/logo
- - Social Media Advertising (including Facebook, Twitter and Instagram shout outs)
- Hockey TV Advertising (your logo shown during the live broadcast)
- Included in this package are 23 game day tickets
- One sponsorship opportunity, includes all home games for the 2023-24 season

Last Minute of Play and Time Out Advertising: \$1,500 (1 Opportunity)

Includes:

- -Your company name announced during the last minute of play for each period and when a time out is called
- - A 15 second prime time video/still image between periods of your company/logo
- - Social Media Advertising (including Facebook, Twitter and Instagram shout outs)
- Hockey TV Advertising (your logo shown during the live broadcast)
- Included in this package are 23 game day tickets
- One sponsorship opportunity, includes all home games for the 2023-24 season

Player of the Month: \$1,500 (1 Opportunity)

Includes:

- - A 15 second prime time video/still image between periods of your company/logo
- - A 15 second pre-game time video/still image during warm up and between warm up and the first period
- - Game Day on ice presentation to the Player of the month prior to start of the game and announcement of your company logo during the game once per month in October, November, December and January
- - Social Media Advertising (including Facebook, Twitter and Instagram shout outs)
- Hockey TV Advertising (your logo shown during the live broadcast)

In Game Advertising on Video Screen: 2 Prime Time Slots & 1 Pre-game time slot - \$500 (38 Opportunities Remaining)

- - A 15 second pre-game time video/still image between warm up and the first period
- - 2-15 second prime time videos or still images between periods (1 between each period)
- This sponsorship has 38 opportunities

In Game Advertising on Video Screen: Warm up - \$150 per slot

- - A 15 second pre-game time video/still image during warm up and between warm up and the first period
- - \$150 per slot or \$3,500 (discounted price to display name for the entire available warm up advertising time for each game in the season)
- This sponsorship has 31 opportunities if not bought as a whole

Clarifications

Pre-game time video/still

- Pictures, still shot of your logo or company or short video that is played on the jumbo screen during warm up while fans are coming to the arena and getting set up in their seats and while the Zamboni clears the ice before the 1st period

Prime time video/still

- Pictures, still shot of your logo or company or short video that is played on the jumbo screen in between the 1st and 2nd period and 2nd & 3rd period while people are in their seats

Social Media Advertising

- Your company mentioned and tagged at sponsors at various times throughout the season on our social media platforms

Hockey TV Advertising

- Your logo showcased prior to the start of a game and at various breaks during the game for our at home viewers