



**2022-23**

***Partnership  
Opportunities***

**Contact:  
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(403) 995-2255**

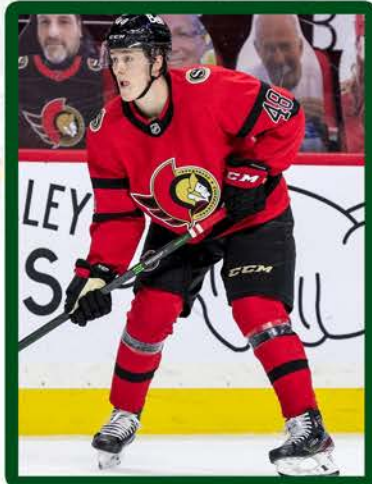
# Our Organization

- Community Non-Profit Organization
- Entering our 18th Alberta Junior Hockey League Season (est. 2005)
- Four first-place divisional finishes (2009-10, 2010-11, 2017-18, 2019-20)
- 2018 AJHL South Champions
- Among the national leaders in Canada in producing NCAA Division I talent
- First-round NHL draft picks in 2018 and 2020, ten overall NHL draft picks

# Our Alumni



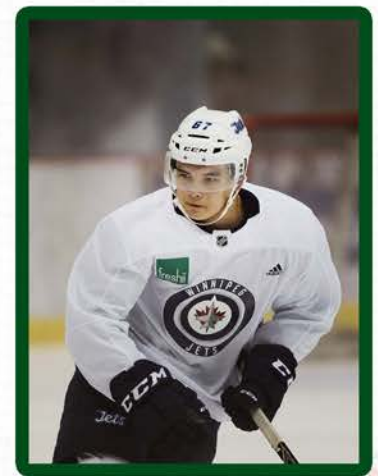
**Rhett Gardner**  
Dallas Stars



**Jacob Bernard-Docker**  
Ottawa Senators



**Dylan Holloway**  
Edmonton Oilers



**Austin Wong**  
Winnipeg Jets

# Our Facility

- Pason Centennial Arenas, opened in 2006
- Capacity 2,000, incl. 500 standing room
- Hosted over 1,500 fans in a playoff game last season vs. Drumheller
- Four-sided video scoreboard
- 360 degree upper ring LED board



# Why Partner With Us?

- Connect to a large and passionate hockey fan base
- The Okotoks community's main local winter entertainment option
- Facility highly-trafficked, open 360+ days per year with 75+ user groups including minor hockey and others, all exposed to your brand
- Customized programs designed to meet your marketing goals
- Your investment supports core operational necessities (player equipment, travel, staffing, player development, facilities)

# Ice Logos

Place your logo at the centre of the action at the arena. Our ice logos are top of the line, vibrant, noticeable, and produced by Jet Ice at professional NHL quality.

**\$2,799** plus production cost



# Rink Boards

Production cost not included for all boards

Our most popular option. Place your logo in the playing surface.

Boards measure 2.75 feet tall by 8 feet wide. **\$1,799**



# Wall Boards

Prominently displayed around the main concourse, these boards can display detailed contact information for your business. Boards measure 3 feet tall by 8 feet wide. **\$1,399**



# ***In-Game Activations***

- ***Power Play / Penalty Kill \$2,999/ea***

- Your logo on the video ring board throughout all PPs/PKs***

- One public address name mention on each PP/PK***

- One 10-second liner and full-screen video board graphics at first PP/PK***

- ***Goal Sponsor \$3,499***

- Your logo integrated into goal graphic on ring board and main video board***

- One 10-second liner after first goal; name mentions after all other goals***

- ***50/50 Sponsor \$4,999***

- Your logo next to updating 50/50 tally on video board***

- Draw referred to as (Your Company) 50/50 throughout game***

- Minimum 5 name mentions over PA per game***

- Social Media mentions and logo display on our online 50/50 sales site***

- ***Starting Lineup \$1,999***

- Your logo on the video ring board throughout lineup announcement***

- One 15-second PA liner after starting lineup announcement***

- Your logo on gameday lineup sheet and gameday social media posts***

- ***Shots On Goal / Last Minute of Play \$799/ea***

- Your logo on the video ring board during announcement***

- Name mention during announcement***

- ***Officials / Injury Report / National Anthem \$499***

- Your logo on the video board during this pre-game element***

- Name mention during announcement***

- ***Hardest Working Oiler / Three Stars of the Game \$799/ea.***

- Your logo on the video board during this post-game element***

- Name mention during announcement***

- Social media announcement after each home game with mention***

# In-Game Activations

- **Media Timeout Giveaway \$1,999 + Prizing**

*Our in-game host participates in a giveaway game on the video board with members of the crowd, awarding a prize courtesy of your business.*

*Your logo on the video board throughout.*

*Occurs at 10 minute mark of a period (periods alternate game-by-game)*

- **Intermission Activity \$1,499**

*Be the centerpiece of the action when the first or second period ends!*

*We will design a game or games to enthrall the crowd on the ice and prominently display your brand through scripting and prizing!*



- **Intermission Trivia \$999**

*Every game, Oiler fans play interactive Trivia on the video scoreboard, competing against their fellow fans! See your logo on the board as well as their devices, with the grand prize for the best contestant coming from your business!*

- **Hit/Goal/Save of the Game \$999**

*Attach your logo and brand to a key moment from every game! These moments will be played in the third period of home games, as well as shared on our social media channels!*

# Stair Risers

*Ensure visibility from the ice and the stands; your logo goes on ten steps in an aisle, and a reverse-facing decal at the bottom of the steps.*

*\$999 plus production*



# Video Board



- **Replay Sponsor \$2,999 total**

Your logo flashes across the screen in 3D before and after all replays  
One 15-second PA liner per game; 3 x 30-second video ads per game

- **Video Commercials**

- 3x30 seconds at intermission, full season **\$1,999**
- 3x30 seconds at intermission, single game **\$99**
- 3x15 seconds at in-game stoppage, full season **\$2,699**
- 3x15 seconds at in-game stoppage, single game **\$99**

- **Ring Board Ad (Animated)**

- 8x30 seconds per game full season **\$1,499**
- 8x30 seconds single game **\$99**

**Playoffs included at no charge  
with full season advertisement**

**No produced ad?  
We'll make one for you!**

**Additional opportunities to sponsor Digital Media content (interviews,  
highlights, etc.) with logo placement on a new team backdrop!**

# Player Advertising

Ensure exposure for your business both in Okotoks and across Alberta by placing your logo on our team's uniform



•Player Pant Patches  
\$2,999

•Shoulder Patches  
\$4,999

•Helmet Stickers  
\$3,999

•Jersey Sponsor  
(Back of Jersey Patch)  
\$599/player

Production Costs  
Not Included

# Game Nights

Be the Corporate Sponsor for an Oilers Home Game

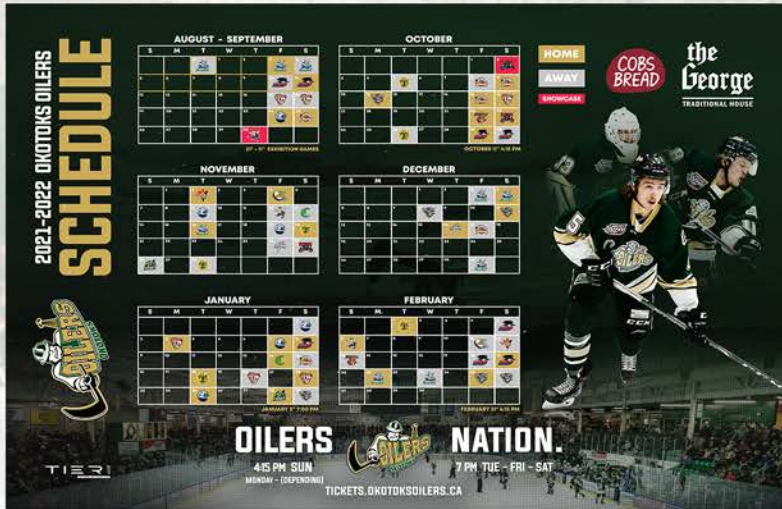
Regular Game \$499 Premium Game \$799 (e.g., Home Opener, Playoffs)



You Receive:

- 20 Complimentary Tickets + Additional Tickets at Discount Rate
- 8 x 30 second logo animations on the video ring board
- Minimum 3 PA announcements
- Space on concourse for corporate display
- Right to distribute prizing / hold giveaway

# Print Advertising



•Magnet Schedule  
(4 Spots Available)  
\$1,499

•Game Day Program Ad  
\$499

•Pocket Schedule  
Full Page \$899  
Half Page \$599

## Future Oiler

Give a local Minor Hockey Player an amazing experience!  
Each home game, one local child will dress and skate with the Oilers for the starting lineup and be announced alongside the team!  
Your company will receive exposure on the video board and the minor hockey player's jersey! \$1,499

## Golf Tournament

Hole Sponsorship \$749 (includes 1 registration)  
Dinner, Cart, Cocktail, Ball, Towel Sponsor \$1,499 (includes 2 registrations)  
Logo on Golf Balls/Towels \$1,499  
1st Tee Sponsor \$1,999 (includes 3 registrations, logo on tee gift)

## Contact Us!

Email [admin@okotoksoilers.com](mailto:admin@okotoksoilers.com)  
or call (403) 995-2255