

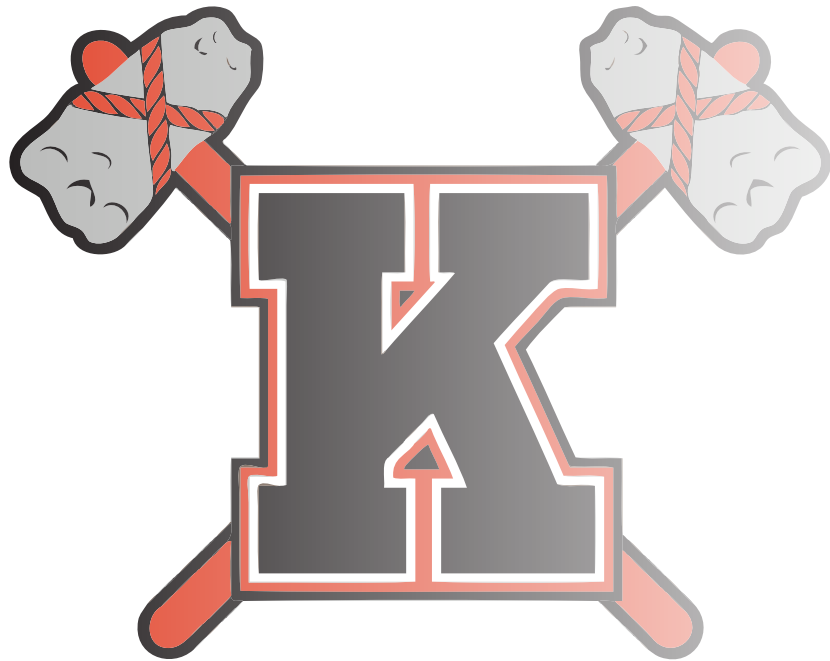


**KELOWNA CHIEFS JUNIOR HOCKEY**  
**SPONSORSHIP BROCHURE**

**2022**



# KELOWNA CHIEFS JUNIOR HOCKEY



**As a member of the Kootenay International Junior Hockey League, the Kelowna Chiefs Hockey Club** is focused on building long-term success from a foundation of honesty, commitment and contribution. We develop our community's future leaders through the game of hockey by re-enforcing a reward system that supports the empowerment of every member of the team. The spirit, energy and competitiveness of our athletes are among the team's greatest assets.

Every member of our organization is encouraged to reach for their highest potential while preparing for their future through education and contribution to our community as a positive role model. Established in 2010 in Kelowna, the Chiefs Junior Hockey Club is committed to ensuring our players are recognized by teams at higher levels for their strong play and dedication to skill development, leadership and competitiveness.







# KOOTENAY INTERNATIONAL JUNIOR HOCKEY LEAGUE

## THE OPPORTUNITY

Using state of the art technology and strong leadership in coaching, marketing and skills development, we will catapult the team to the top of the league and give our corporate sponsors an opportunity to leverage the team's success for their own benefit. Each year, we seek the support of businesses through sponsorship to enable us to prepare our athletes for their next level of play while helping them become positive role models through participation in community programs and education initiatives. The Kelowna Chiefs play out of Rutland West Arena in Kelowna with a capacity of 1,100 people, which gives us a unique opportunity to help our sponsors reach a captive audience. We've developed a win/win marketing situation for the team and sponsors with a wide range of marketing opportunities and value added sponsorship packages including in arena branding, print, media, promotions, live webcasts, online advertising and more.

## THE BENEFITS OF CORPORATE SPONSORSHIP

- Associate your brand with one of the most popular and recognizable logos in the league.
- Reach a captive audience of consumers, business owners, and self employed professionals with an average annual household income of over \$80,000.
- Get a return on your marketing efforts with a consistent integrated marketing campaign covering Q1 and Q4 from September to April each year plus additional brand exposure during the off-season through events, arena signage and online advertising opportunities.
- Turn key, call to action style programs customized to meet your unique business goals and objectives to maximize your results.
- Immerse your brand in an environment about which Canadian consumers and business owners are most passionate – HOCKEY.

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- Provides a great platform to connect with consumers and business owners in our community during their family and leisure time.
- Sponsorship sends a message that your brand is progressive and strong as you invest in the best opportunities to keep your company top of mind while making a positive connection with your ideal markets.
- The KIJHL offers first-class, affordable family entertainment, showcasing 16 – 20 year old student athletes from across Canada and the US.
- The KIJHL is considered one of the premier Junior Hockey Leagues in North America.
- The KIJHL is one of the major development leagues for the BCHL and WHL. Many current and past NHL stars got their start in the KIJHL.

## KIJHL STATS

- The KIJHL attendance has increased steadily with over 350,000 fans filling rinks last season.
- [www.kijhl.ca](http://www.kijhl.ca) has over 1 million visitors per year of which of 440,000 are unique visitors.
- Over 80% of the KIJHL's fan base consists of young families.

## COMPETITIVE ADVANTAGES


With 22 home games and potential extended playoff runs, partnering with the Kelowna Chiefs Hockey Club is an excellent brand builder, advertising and marketing tool that benefits businesses, players and our community.











Our vision is to create a bond between our corporate partners and fans that embodies the strengths and values of grass roots sport, corporate sponsorship, and our Okanagan communities.

To accomplish this we focus on creating a corporate and fan friendly game experience and providing an exceptional game presentation every time we play.

# KOOTENAY INTERNATIONAL JUNIOR HOCKEY LEAGUE

## KIJHL COMMUNITIES:

OKANAGAN/SHUSWAP CONFERENCE	
Okanagan Division	Doug Birks Division
 Kelowna Chiefs	 100 Mile House Wranglers
 North Okanagan Knights	 Chase Heat
 Osoyoos Coyotes	 Kamloops Storm
 Princeton Posse	 Revelstoke Grizzlies
 Summerland Steam	 Sicamous Eagles

KOOTENAY CONFERENCE	
Eddie Mountain Division	Neil Murdoch Division
 Columbia Valley Rockies	 Beaver Valley Nitehawks
 Creston Valley Thunder Cats	 Castlegar Rebels
 Fernie Ghostriders	 Grand Forks Border Bruins
 Golden Rockets	 Nelson Leafs
 Kimberley Dynamiters	 Spokane Braves

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# KELOWNA CHIEFS STATS

## FAN DEMOGRAPHICS

- Hockey enthusiasts including families, business owners and professionals.
- Average Household Income of 80k or more.\*

## TICKET SALES

- Kelowna Chiefs Hockey Club sold over 22,000 tickets to its home games last season.

## WEBSITE

- The Kelowna Chiefs website underwent a complete renovation integrating social media, video and webcast links to create increased sponsor exposure opportunities.

## WEBCASTS

- The Kelowna Chiefs live game webcasts and recordings are provided by the KIJHL.
- KIJHL webcasts attract on average over 6,000 viewers each month during the regular season. This is a captive audience of viewers paying to watch league games online. Expose your business to our viewers with 1 minute commercials.

**\$2000 per season \$100 per game**

## RUTLAND ARENA COMPLEX

- Chiefs sponsor advertising and home games are presented at the Rutland Arena that features two rinks. While the Chiefs play out of the Rutland West Arena with a capacity of 1,100 people. Sponsors benefit from brand awareness and exposure to more the 260,000 people visiting the arena for sport and recreation throughout the entire year.

- In addition to the Chiefs Hockey Club advertising during regular season, sponsors also benefit from brand visibility and recognition among an additional 35,000+ annual visits for public skating, figure skating, men's hockey leagues, minor hockey, ringette, school visits, lacrosse and hockey schools running in the Spring and Summer months.

\* SOURCE: 2009 Regional Economic Profile – Central Okanagan Economic Development Commission.



# SPONSORSHIP OPPORTUNITIES

Our corporate sponsors are essential to making the Kelowna Chiefs a successful Junior Hockey Club in our community. We offer a wide range of individual sponsorship opportunities or packages for any marketing budget to achieve results.

Our team will work with you to customize the combination of options or put together a value added package to meet your unique needs. Keep your company top of mind among the club's leadership, players, fans, families and professionals all of whom share your passion and commitment for supporting a strong role for hockey in our community.

## IN ARENA BRANDING

With opportunities available throughout the Rutland West Arena, sponsors benefit each year from having their brand and message presented to a captive audience. Increase your visibility, bring your brand to life and generate fan curiosity by featuring your logo, website and/or a customized message in one or more of the following ways:

### In Ice Logos

- Large (inside blue line)
- Standard

\$3,000  
\$2,000

### Wallboard Advertising

- Premium Wallboard (behind bench)
- Standard Wallboard

\$2,000  
\$1,750

### Standings Board Advertising

- 2 Signs Available

\$1,500

### Press Box Advertising

- Exclusive Signage

\$3,000

### Glass Banner Advertising

- Bench
- Standard
- Doors

\$2,500  
\$1,000  
\$400

## TEAM APPAREL



### Jerseys - Back

Red, White and 3rd Jerseys  
Corporate Name Bar  
• Per Set  
\$3,000



### Jerseys - Front

Red, White and 3rd Jerseys  
Corporate Left Chest Logo  
• Per Set  
\$3,000

### Team Jackets

- Name/Logo Impression

\$1500

### Pant Covers

- Name/Logo Impression

\$1,500

### Helmets

- Name/Logo Impression

\$1,500

## TEAM FACILITIES

Chief's Dressing Room

\$1000

Referee's Dressing Room

\$500

- includes Referee Introduction each night

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# PRINT & MEDIA

## TICKETS ADVERTISING

Advertise your business exclusively on the back of all tickets for the season with your logo, website and optional special offer or coupon:

- Regular Season **\$2,000**
- Playoffs **\$750**

## BANNERS

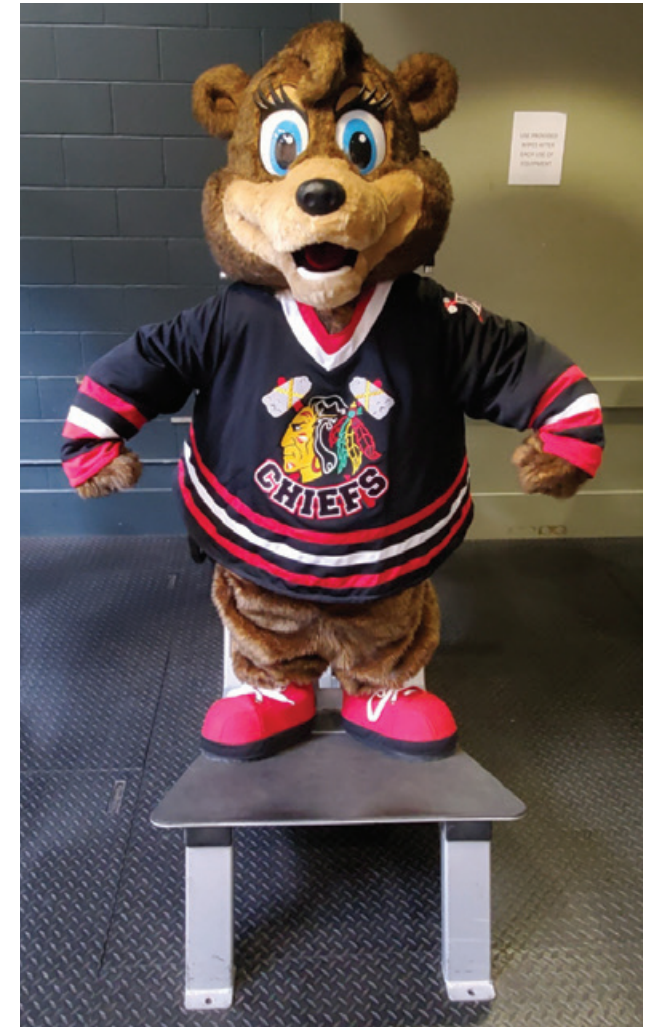
Incorporate your brand on the Chiefs banners to increase visibility during events, camps, news conferences, player interviews and community programs:

- Media Banner Name/ Logo Impression **\$1,000**
- Event Banner Name/ Logo Impression **\$750**

## KELOWNA CHIEFS' DELIVERY CAR

Get exposed on the Chiefs delivery car. The car is active driving around town delivering breakfast lunch and dinners everyday.

- Logo on the Mini **\$1000**



## MASCOT

- Your business name on Miss Chief's jersey name bar. **\$300**
- Special Events **\$200**

# PROMOTION

Game Day promotions and media coverage are very effective when it comes to interaction between your brand and Chiefs fans. Booth displays, game day giveaways and fan participation games entertain fans pre-game, post-game and during intermissions while giving businesses a chance to interactively and directly promote their brand in exciting ways for fans.

## Game Day Contest Giveaways

Make a positive impact and give fans instant gratification when they receive your quality giveaway item. Includes game PA spots and a website ad for your promotion:

- Half Regular Season 1st Intermission **\$1,300**
- Full Regular Season 2nd Intermission **\$2,600**
- Playoffs 1st or 2nd Intermission **\$1,000**

## Game Day Promotion

Promote your business, special offer of booth display on the arena concourse plus get recognition in the program and on the website:

- Regular Season 1st and 2nd Intermission **\$250 per game**
- Playoffs 1st and 2nd Intermission **\$350 per game**

## Feature Player Sponsor

Includes company name announcement every game as the feature player, 3 star and auto-graph sponsor plus recognition in the program and on the website:

- Per Game **\$100**
- Full Regular Season **\$1,300**

## In Game PA Spots

Home game PA advertising for the season.

- Regular Season **\$500**
- Playoffs **\$250**

## Game Play Sponsors

Includes company name announcement every time the Chiefs get a power play, score a goal or get a penalty plus recognition in the program and on the website:

- Goal **\$1,000**
- Power Play **\$1,000**
- Penalty Kill **\$1,000**

## Starting Line Up Sponsor

Includes company name announcement for the starting line-up plus recognition in the program and on the website:

- Per Season **\$750**

## Shots On Goal Sponsor

Includes wall board signage next to the shot clock and your company name announced as the shot on goal sponsor:

- Per Season **\$1,000**

## Corporate Season Tickets

Receive 4 Tickets to each Regular Season home game. Use them yourself or build some good will with your staff and clients. Your business will receive a PA mention before the game and during each game. **\$399**

## Youth Ticket Sponsor

Our arena is family friendly. The majority of our fans bring their kids and their friend. Show fantastic youth support buy purchasing all of our kids tickets for the year.





# CONTACT

To become a member of the Kelowna Chiefs Corporate Sponsorship family, please contact:

## **Mailing Address**

Kelowna Chiefs Hockey Club  
645 Dodd Road  
Kelowna, BC V1X 5H1

## **Website Address**

[www.kelownachiefs.com](http://www.kelownachiefs.com)  
Find us on Facebook,  
YouTube and Twitter.

## **Main Office Email**

[info@kelownachiefs.com](mailto:info@kelownachiefs.com)



## **EXECUTIVE & OPERATIONS TEAM**

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ALEX DRAPER  
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## **SPONSORSHIP SALES**

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## **COACHING STAFF**

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