

THE CALGARY CANUCKS

2016-2017 Sponsorship Kit

www.calgarycanucks.ca · calgarycanucks@outlook.com

List of Canucks Advertising Opportunities

Arena Sponsorship

Rink Board	\$1800
Interior Wall Board	\$1550
Stair Risers	\$3000
Glass Decals	\$2000
Ice Logos	\$3000

Player Sponsorship

Jersey Sponsor:

Back of Jersey	
One	\$500
Home & Away	\$800

3rd Jersey
\$4500-5000

Shoulder Logo
(All Jerseys Home & Away)
\$3000

Pant Logo
\$2500

Game-Day Sponsorship

Program/Lineup Seasons:

Full: Sept. - Mar. (end of playoffs)

Half: Sept. - Dec. or Jan. - Mar. (end of playoffs)

Program:

Full Page Full Season	\$900
Full Page Half Season	\$600
1/2 Page Full Season	\$500
1/2 Page Half Season	\$300
1/4 Page Full Season	\$250
1/4 Page Half Season	\$150

Game-Day Lineup Sheet:

1/2 Page Full Season	\$250
1/2 Page Half Season	\$175
1/4 Page Full Season	\$125
1/4 Page Half Season	\$75

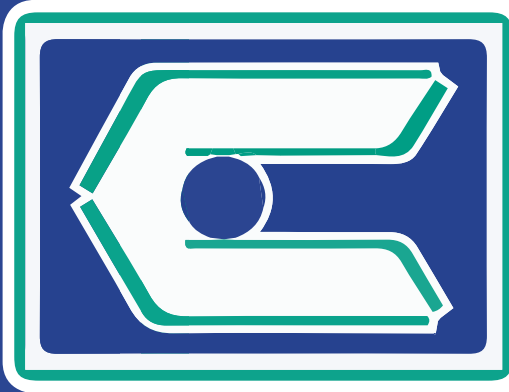
Other

PA Annoucement- All Season	\$300
Website Ad	\$300



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2016-2017 Sponsorship Packages

Game Night Package

Value \$500

Estimated Value \$1000

Discount \$500

- Ticket ad
- Giveaway (Thundersticks, Bang-a-Banner, Cowbells)
- PA announcement for that game
- 100 tickets
- Game-day lineup sheet ad or coupon

Media Sponsorship Package

Value \$400

Estimated Value \$950

Discount \$550

- Program ad (1/4 Page) full season
- Website ad
- Game day PA announcement all season
- 30 game tickets
- Choice of FASTHockey broadcasting announcement, a 1/4 page game-day lineup sheet ad, or social media mentions (Twitter, Facebook, Instagram)

Dany Heatley Power-play Sponsorship

Value: \$2500 for Full Season

\$1500 for Half Season

- Power-play sponsor
- Announced every Canucks power-play over the PA and on social media
- Inner front page program ad
- 2 adult season tickets (60 tickets)

Craig Adams Penalty-kill Sponsorship

Value: \$2500 for Full Season

\$1500 for Half Season

- Penalty kill sponsor
- Announced every Canucks penalty-kill over the PA and on social media
- Back page program ad
- 2 adult season tickets (60 tickets)

Mike Vernon Sponsorship Package

Value: \$2500 Estimated Value \$3700

Discount \$1200

- Home or away jersey ad for one player
- Rink board
- Full page program ad
- Game night sponsor
- 2 adult season tickets (60 tickets)

Custom Sponsorship Package

- Pick 4 – 25% off
- Pick 3 – 20% off
- Pick 2 – 15% off