

2018/2019

# SPONSORSHIP GUIDE



# CANUCKS HOCKEY

Founded in 1971, the Calgary Canucks are one of the most storied franchises in Canadian Junior A hockey, and are the second oldest franchise still operating in the Alberta Junior Hockey League. With 11 regular season titles, nine AJHL championships, 2 Doyle Cup titles, and 2 Centennial Cup national championships, the Canucks are perhaps the most successful team in league history. The team has seen over 40 Canucks Alumni reach the NHL, including NHL star Dany Heatley and two time Stanley Cup winner Mike Vernon. Hundreds more have earned scholarships to American and Canadian universities. The Canucks remain true to their ideal of "Education through Hockey" and strive each season to give back to the community of Calgary.

# MAX BELL CENTRE - KEN BRACKO ARENA

Proudly display your Logo and Branding for thousands of annual visitors to see. The Canucks are the primary tenant of Calgary's Max Bell Centre. This is one of the most utilized sports venues in the city. International events, elite minor hockey, lacrosse, and other community initiatives use this facility located in the heart of the city overlooking the Calgary skyline and rocky mountains.

The Canucks play all home games in the newly named Ken Bracko Arena, an honour given to a long time Calgary hockey supporter and a former Canucks president. This 2,121 seat bowled arena features some of hockey's best sight-lines in the city.

# YOUR DOLLARS AT WORK

Aside from the unbeatable exposure offered through advertising year round in Calgary's Max Bell Centre, your dollars help fund the operations of our non-profit community owned organization.

All financial support goes towards on and off ice operational budgets allowing us to compete and represent Calgary in the AJHL. Also to continue our pursuit of community initiatives and player involvement.



# STARTING LINE-UP

**\$5,000** /1 Year Contract

## Includes:

- (1) Rink Board or Wall Sign in the Max Bell Centre
- (3) PA Announcements per home game
- (3) Mentions or 30 Sec audio spots on Canucks Hockey TV Broadcasts
- (1) Website Mention and social media “Sponsor Spotlight”
- (50) Regular season “Flex” tickets

Plus pick one of the following Title Sponsorships:

## POWER PLAY

The “Power Play” Sponsor is mentioned each time the Canucks go on the man advantage.

PA (In Arena), Broadcast Mention, Social Media

## PENALTY KILL

The “Penalty Kill” Sponsor is mentioned each time the Canucks go shorthanded.

PA (In Arena), Broadcast Mention, Social Media

## PUCK DROP

Our “Puck Drop” Sponsor is mentioned right before every opening face off.

PA (In Arena), Broadcast Mention, Social Media

## GAME DAY

Social Media mention and promoted posts in the city. Your logo on all of our Game Day promotional posts.

This includes road trip Game Day’s.

## TICKET SPONSOR

Your LOGO or AD on the back of every single home game ticket.

\*\*Same tickets used the entire regular season.

## COMMUNITY PARTNER

Produced video features of the Canucks in the community. These videos are on all our of social media platforms and promoted on our Website. These videos will begin with a commercial or mention of this sponsor. Minimum of 5 videos per season.



# SECOND LINE

**\$3,500** /1 Year Contract

## Includes:

- (1) Rink Board or Wall Sign in the Max Bell Centre
- (1) PA Announcement per home game
- (1) Mentions or 30 Sec audio spots on Canucks Hockey TV Broadcasts
- (1) Website Mention on our Sponsors Page
- (30) Regular season "Flex" tickets

Plus pick one of the following:

## GAME NIGHT

Pick one home game (based on availability). You will be mentioned as that specific game sponsor. Right to use the lobby and common space above seats for promotional material. Customizable experiences based on needs.

## MINOR HOCKEY

3-5 games per season the Canucks welcome minor hockey teams to meet the team and play a game at intermission. You will have social media and in game mention of these events. The kids love it, so will you.

## HELMET SPONSOR

Stickers on 1 full set of Canucks game worn helmets.

## SHOULDER SPONSOR

Logo on a "Shoulder Patch" for 1 set of Canucks game worn jerseys.

## LINE-UP SHEET

Your Ad or Logo on the back of all of our home game 1 page line-up sheets.

## VIDEO HIGHLIGHTS

Produced video highlights of every Canuck home win. Featured on our Social Media and Website. Customized commercial or mention before or after the video.



# THIRD LINE

**\$2,500** /1 Year Contract

## Includes:

- (1) Rink Board or Wall Sign in the Max Bell Centre
- (1) PA Announcement per home game
- (1) Website Mention on our Sponsors Page

Please note: Production costs and responsibilities are on the advertiser or sponsor.  
All sponsorships are negotiable and customizable.  
Our preferred production supplier is Little Rock. [www.theallinprinter.com](http://www.theallinprinter.com)

# OUR MEDIA LINKS



## Please Contact:

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