



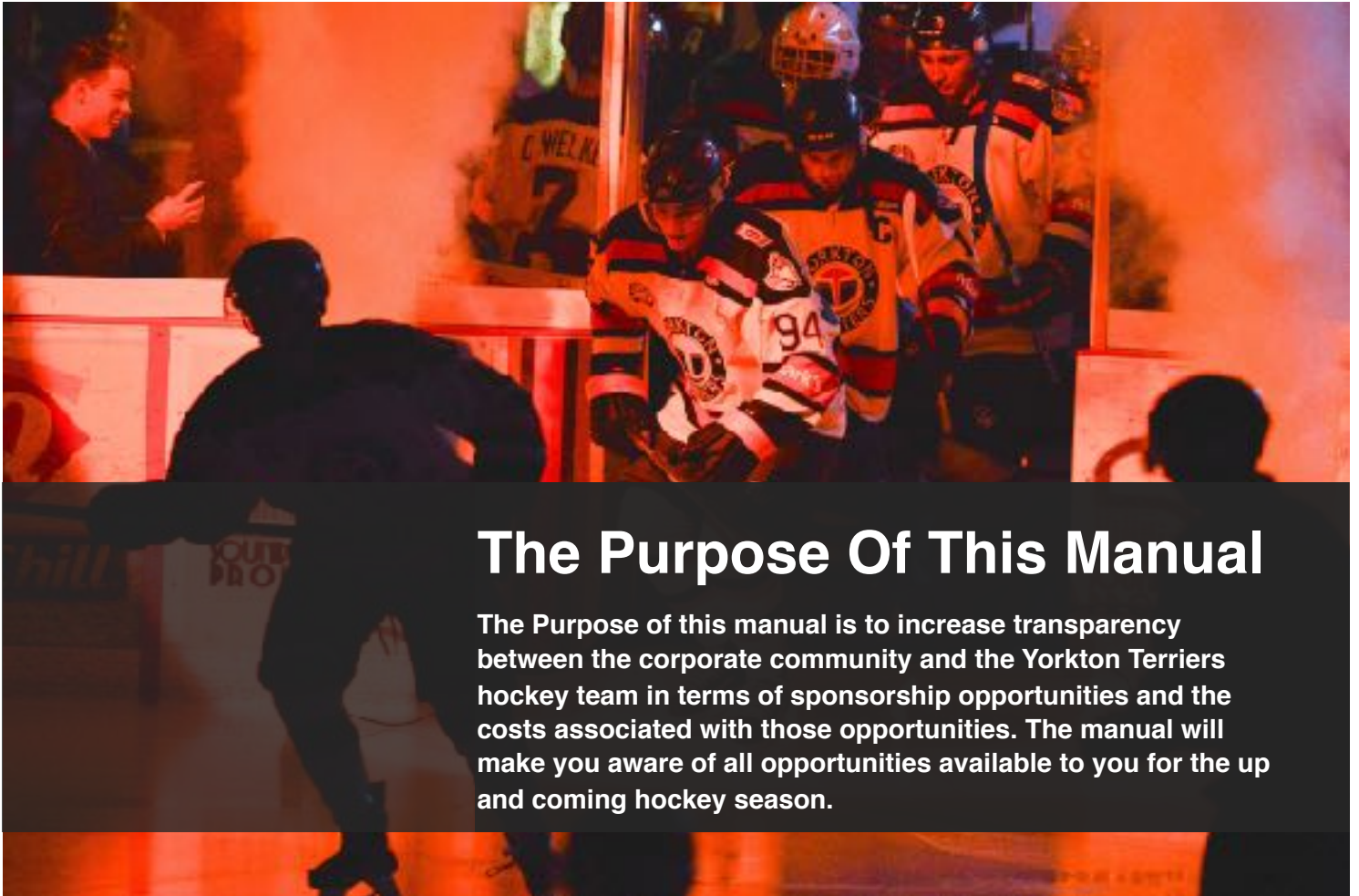
YORKTON TERRIERS

2018/19 SEASON

CORPORATE PARTNERSHIP PACKAGE



#Terrier4Life



The Purpose Of This Manual

The Purpose of this manual is to increase transparency between the corporate community and the Yorkton Terriers hockey team in terms of sponsorship opportunities and the costs associated with those opportunities. The manual will make you aware of all opportunities available to you for the up and coming hockey season.



Message from Director of Marketing & PR

The 2018/19 season will mark my first season with the Yorkton Terriers as the Director of Marketing and Public Relations. I have been a Yorkton resident from childhood and grew up proudly wearing Terrier orange. Throughout the years I have been a loyal fan, a volunteer, corporate sponsor, board member, and now a staff member of the Yorkton Terriers Organization. I am excited for the new season and having an opportunity to work with you and your business so that we can continue to have the Terrier Tradition kept in Yorkton. The Yorkton Terriers are a community team and it's important to our organization and the community to have your continued support. Thank you to all of our current sponsors and for all of our new sponsors - Welcome to the Terrier Family !!



Sponsorship Benefits

When you sponsor with the Yorkton Terriers you become a member of our family. The Yorkton Terriers appreciate your financial commitment to help support our organization and every year we find ways to give back to your business to show our appreciation.

Season Tickets

The Yorkton Terriers want you and your clients in the seats cheering for us.
1 Complimentary Season Ticket for every \$1000 of sponsorship (max.5)

Year End Banquet

You are a member of our family and we would like you to celebrate our year with us.
2 Complimentary Year End Banquet Tickets for \$1000+ of sponsorship

Business Support

The Yorkton Terriers are proud to say that the organization provides a financial benefit to the community in excess of \$1 million every season.

ARENA

**All printing costs are the sponsor's responsibility



Arena Door Wrap

The Terriers will wrap your logo on the inside and outside of the entry way to the arena. Your company logo is exposed 24/7 all year for all events held at the Gallagher Centre.

Double Door - \$6000 Single Door - \$3000

Available: 6



Arena Glass Decal - \$2,000

Sponsor decal is displayed at bottom of arena glass around 1/2 of arena perimeter. Highly visible exposure for all arena events including Terriers home games, Mauler and Minor Hockey Home games, figure skating and other special events.

Available: 2



Arena Wall & Stair Combo- \$1,500

Introduced in 2016/17, this sponsorship opportunity was well received. Sponsor name is placed on each step platform and riser for the selected staircase leading to that sponsor's wall mural at the top of the chosen section.

Available: 12



Arena Pipe Banner - \$1,500

A sponsor banner is suspended above the ice surface in Farrell Agencies Arena. Highly visible exposure for all arena events including Terrier home games, Mauler and Minor Hockey home games, figure skating and other special events.

Available: 18



Arena Board Sign - \$2,500

Sponsor logo and information is displayed on an 12' x 32" board located along the ice surface. Blue line (\$425/line) and Red line (\$450) ads are also available. Very high visibility. Location preference is provided first to previous year sponsor, then on a "first-come, first-serve" basis.

Available: 36

ARENA

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Arena Ice Logo

Sponsor logos are embedded in the ice surface at Farrell Agencies Arena and are seen by all fans during Terrier, Mauler and Minor hockey games as well as figure skating events.

Centre Ice (1) - \$5,000 • Neutral Zone (6) - \$2,500 • North/South Zone (5/end) - \$2,500
• Neutral Zone Face-Off Dot (4) - \$600 • North/South Zone Face-Off Dot (4) - \$600



Arena Scoreboard Logo

One of the most visible sponsor logos is displayed on the scoreboard. Options include: East/West High (1) - \$4,500 • East/West Low (1) - \$4,500
North/South High (1) - \$4,500 • North/South Low (1) - \$4,500
Edge Corner (2) - \$3,000 • Square Corners - \$2,750
Underside of Scoreboard - \$1,000



Nissan Titan Lounge Private Box - \$4,500

"Best seat in the house"

Private table with maximum seating for 4 (\$1,300 value)
4 lounge passes (\$1,200 value)
10' x 4' sponsor sign located in front of box (\$2,000)

Available: 6



Nissan Titan Lounge VIP Tables - \$1,100

Open table with maximum seating for 2 (\$500 value)
2 lounge passes (\$600 value)
Optional: Hospitality packages (includes food/beverages)
Available: 8



Arena Big Screen Sponsor - \$3,000

High visibility and effective advertising

- Signage hanging from the bottom of the big screen
- Still image or video advertisement displayed on screen during each home game

Available: 1

ARENA

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Penalty Box Signage - \$600

This sponsorship opportunity will see your logo placed in the penalty box, above the board signs and behind the players sitting in the penalty box. Whenever there is a penalty, everyone's attention is drawn to this location.

Available: 2



Light Sponsor - \$4,000

See your company logo shining on the ice during pre-game, warm-ups, stoppages of play and during intermissions. This is an exclusive opportunity with high exposure!

Available: 1



Press Box Sponsor - \$1,500

Sponsor logo is displayed at the front of the press box and sponsor receives 81 PA ads (3 per game). This sponsorship helps the Yorkton Terriers put on a show and maximize the fan experience with up-to-date equipment.

Available: 1



Olympia Sponsorship - \$6,000

By displaying your company logo on the Olympia, you receive one of the highest levels of exposure. The Olympia is used year-round for all ice events including hockey and skating camps, Terrier home games, Maulers and Minor Hockey games and figure skating events.

Available: 1

IN-GAME OPPORTUNITIES

**All printing costs are the sponsor's responsibility

Game Day Sponsor - \$500-1,000

Game Day sponsorship includes 3 PA ads (1 per period), sponsor logo on big screen during intermission, sponsor logo on Game Day promotional campaign.
Playoff Game (\$1,000) • Divisional Game (\$750) • Non Divisional Game (\$750)
Available: 27 Home Games, Playoffs pending



Last Minute of Play - \$1,600

"We are now entering the _____ last minute of play." Will be announced a minimum of 81 times during the 2017-18 season
Available: 1

Power Play and Penalty Kill Sponsor - \$1,600

"This is another Terriers power play/penalty kill brought to you by _____." Will be announced each time the Terriers have a power play or penalty kill. Road games will be in effect via social media when Director of Marketing is on the road trip.
Available: 1 of each

Scoring Summary Sponsor - \$1,600

"It's now time for the _____, ____ period scoring summary." Will be announced to recap each period of play (including goals, time of the goals, assists and penalties).
Available: 1



3-Stars Sponsorship - \$1,000

"The 3-stars of the game are sponsored by _____." Will be announced at the end of each home game. A board member will select the stars of the game (exclusively Terriers) and as each star is announced, the player will skate a mini lap on the ice.
Available: 1



Mascot Sponsor - \$850

Help pay for 27 home game appearances by the Terrier's mascot, Slapshot, so he can pump up the crowd! Sponsorship includes company name on mascot jersey and verbal mention each time Slapshot is introduced at the start of the game.
Available: 1



Media Time Out - \$3,000

A new 2017/18 sponsorship to play your companies video/logo during each 1-minute media time-out. "We have entered the _____ 1-minute media time-out" will be announced and the companies video/logo will play for the duration. 81 plays during the season (3/game).
Available: 1

EQUIPMENT

**All printing costs are the sponsor's responsibility

Home Jersey Sponsorship - \$1,300

Sponsor's name appears on the back of the home jersey, sponsor name is listed in the program and the sponsor receives an opportunity to bid for their jersey at the windup banquet.

Available: 20



Away Jersey Sponsorship - \$2,500

Sponsor's name appears on the back of ALL away jerseys for ALL players for ALL road games.

Available: 1



Goal Net Sponsorship - \$600

A main focal point for every Terrier and Mauler home game, the sponsor's logo is seen covering the posts of a goal net. Minimum exposure is 48 games.

Available: 2



Puck Sponsorship - \$1,500

Sponsor logo is printed on the back of practice, warm-up and game pucks used by Terriers. "If a puck sponsored by _____ enters the crowd, return the puck to _____ location to redeem it for _____." Will be announced once per period.

Exposure = 81 times/season (3/game)

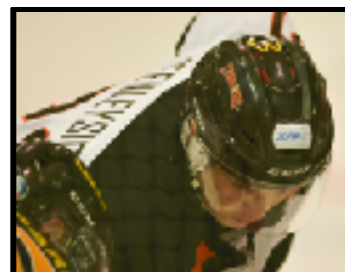
Available: 1



Stickers/Patches - \$900

Sponsor logo is displayed on helmet, jersey or pants. These are very visible locations and display exceptionally well on social media

Available: 8



OTHER OPPORTUNITIES

**All printing costs are the sponsor's responsibility

PROGRAM ADS

With more content, ads and style, the game day program has a new look. Close to 3000 programs are sold throughout the season. Include sponsor coupons in your ad to promote your company.

½ Page: \$500, 32 spots
Full Page: \$700, 14 spots
Inside Back Cover: \$1,200, 1 spot
Inside Front Cover: \$1,200, 1 spot
Back Cover: \$1,500, 1 spot

Pocket Schedule + Fridge Magnet Sponsor - \$750

Place your sponsor logo on the fridge magnet, pocket schedule or both so you can appear in 1500 homes and 7500 pockets for the 2017/18 season!

Available: 3 Fridge Magnets, 4 Pocket Schedules



Team Apparel Sponsorship

Your company logo will help our team look good while training and out in the public. Sponsor logos can appear on golf shirts, hats, tracksuits, under armour gear, hoodies, pullovers etc. Your sponsor logo will show up at events around the community. Sponsor values to be negotiated.

Title Sponsors

Title sponsorships provide exclusivity for special Terrier events, including the Sportsman's Dinner and Year End Banquet. This opportunity includes signage, sponsor name appearing on all marketing pieces, speaking opportunity at the event and a public thank you during the event. There's also an option to incorporate any sponsor ideas into the event(s).

Sports Celebrity Dinner: \$2,000, Year End Banquet: \$1,000

Ticket Sponsor

Sponsor logo, ad or coupon appears on the backside of each ticket. Always increasing, projected distribution for 2017/18 is 10,800 individual corporate tickets and 8,100 individual season tickets.

Ask Director of Marketing for Pricing





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