

2023  
2024



# CORPORATE SPONSORSHIP



A sponsorship guide for the Swan Valley Stampede  
Junior A Hockey Club for the 2023/24 season.

[WWW.STAMPEDERSHOCKEY.COM](http://WWW.STAMPEDERSHOCKEY.COM)

# CORPORATE SPONSORSHIP



**T**he Swan Valley Stampeders have been a proud member of the Manitoba Junior Hockey League (MJHL) Since our inaugural season in 1999.

## About us

We are a non-profit organization that prides ourselves in not only providing quality family entertainment but also a place where elite hockey players can develop and further their careers.

We would not exist without the generous contributions of our community and we thank you for helping us remain an important part of the Valley for 25 seasons and counting.

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**How  
your  
support  
helps  
our  
team**



# How it **WORKS**

**W**e have worked to make supporting our team as easy and straight forward as possible. With our packages, it's all about the budget you have to work with!

## STEP



### STEP 1

Choose a base package that will work with your predetermined support budget. Once done, or If none of these work, proceed to Step 2.

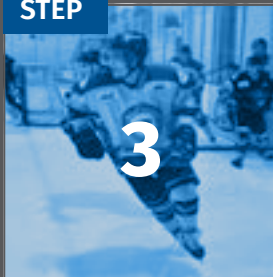
## STEP



### STEP 2

Review the discounted add on options to customize your sponsorship. If you did not select a package you can build your own to fit your budget using available add-ons.

## STEP



### STEP 3

Let us know you are ready to proceed or if you have any questions!

We appreciate your continued support of our organization.

**P**lease note: Substitutions can be made for some items listed in the packages but not all of them. Thank you for your understanding of this.



## Attention: **TIME SENSITIVE**

If your business is looking to be included on any **jersey or arena ice opportunities** you must express this to the Stampeders organization prior to the August 14 deadline!





# \$10,000 SPECIAL GAME NIGHT

*\$12,000 value*

**A** Special Game Night is the ultimate sponsorship opportunity! Is there something your organization is passionate about and you want to get your message out in the biggest way possible? This is the perfect opportunity. (Game must be scheduled three months in advance)

## **SPONSORED THEME JERSEY**

*\$5,000 value*

Set of 30 jerseys and socks designed and worn for a special game night during the season and auctioned off with proceeds benefitting the team and/or charitable organization, stretching your financial support even more!

## **SOCIAL MEDIA VIDEO**

*\$500 value*

## **NEWSPAPER ADVERTISEMENT**

*\$500 value*

## **300 GAME TICKETS**

*\$4,500 value*

## **GAME NIGHT SPONSORSHIP**

*\$1,000 value*

Includes: pre-game advertising, in-game advertising, opportunity to showcase your business/organization with displays, giveaways and game day activities

## **SOCIAL MEDIA ADVERTISEMENTS**

*\$500 value*



# \$7,500 DIAMOND PACKAGE

*\$10,000 value*

## HIGH FREQUENCY/ VISIBILITY SOCIAL MEDIA NAMING RIGHTS

*\$2,500 value*

Choose one from these unreserved available options: Intermission Update (x3), Post-game interview with backdrop, Pre-game interview with backdrop, Junior Stampeders Reporter, Game Highlight Reel or #CellySZN

## GAME NIGHT SPONSORSHIP

*\$1,000 value*

For the game of your choosing. Includes: 10 game tickets, pre-game advertising, in-game advertising, opportunity to showcase your business/organization with displays, giveaways and game day activities

## GAME DAY PRINTED TICKET SPONSOR

*\$750 value*

## ONLINE/IN-APP PROGRAM LOGO

*\$500 value*

## HIGH FREQUENCY GAME NIGHT SCRIPT NAMING RIGHTS

*\$2,500 value*

Choose one from these unreserved available options: Power Play, Penalty Kill, Opening Faceoff (x3), Last Minute of Play (x3), Media Timeout (x3) or Out of Town Scoreboard (x2)

## ARENA SIGNAGE

*\$1,000 value*

Your choice of arena board, in ice or wall sign (cost of signage not included)

## LOWER BACK JERSEY BAR (SINGLE JERSEY)

*\$750 value*

## WEBSITE LOGO PLACEMENT

*\$750 value*

## ADOPT A SCHOOL SPONSORSHIP

*\$500 value*

Players will visit the school of your choice and hand out tickets/branded promotion for your game night

## ARENA STATS BOARD LOGO PLACEMENT

*\$250 value*

# \$5,000 PLATINUM PACKAGE

*\$7,000 value*

## MEDIUM FREQUENCY/ VISIBILITY SOCIAL MEDIA NAMING RIGHTS

*\$1,000 value*

Choose one from these unreserved available options: Game Day Lineup, Pre-Game Report, Post Game Report, Road Game Social Media Sponsor, Weekly Player Profile, Performer of the week, 3 stars of the week or Photo of the Week

## GAME NIGHT SPONSORSHIP

*\$1,000 value*

For the game of your choosing. Includes: 10 game tickets, pre-game advertising, in-game advertising, opportunity to showcase your business/organization with displays, giveaways and game day activities

## WEBSITE LOGO PLACEMENT

*\$750 value*

## POST-GAME AUTOGRAPH SESSION

*\$250 value*

On your sponsored game night

## MEDIUM FREQUENCY GAME NIGHT SCRIPT NAMING RIGHTS

*\$1,250 value*

Choose one from these unreserved available options: Starting line up, Referees, Puck Out of Play, Final Buzzer of the game, Goal Sponsor, Flag Bearer, Scoring Opportunity (If the Stampeders score a set number of goals, all fans will receive a prize provided using a portion of your sponsorship dollars) or Sponsor of warm-ups

## ARENA SIGNAGE

*\$1,000 value*

Your choice of arena board, in ice or wall sign (cost of signage not included)

## INTERMISSION ACTIVITY SPONSORSHIP

*\$1,000 value*

One game played at various times throughout the season in your name

## LOWER BACK JERSEY BAR (SINGLE JERSEY)

*\$750 value*

PLUS **35%** Discounted rate on most add-on options



PLUS **25%** Discounted rate on most add-on options

# \$3,500 GOLD PACKAGE

*\$5,000 value*

## GAME NIGHT SPONSORSHIP

*\$1,000 value*

For the game of your choosing. Includes: 10 game tickets, pre-game advertising, in-game advertising, opportunity to showcase your business/organization with displays, giveaways and game day activities

## LOWER FREQUENCY/VISIBILITY SOCIAL MEDIA NAMING RIGHTS OR WEBSITE LOGO PLACEMENT

*\$750 value*

Choose one from these unreserved available options: Throwback Thursdays, Goal of the game, Stamps Win Sponsor, 3 Stars of the game, Hit of the Game OR Website

## POCKET SCHEDULE SPONSORSHIP

*\$500 value*

## ARENA SIGNAGE

*\$1,000 value*

Your choice of arena board, in ice or wall sign (cost of signage not included)

## LOWER FREQUENCY GAME NIGHT SCRIPT NAMING RIGHTS

*\$750 value*

Choose one from these unreserved available options: Dirtiest Car in the Lot, 3 Star Selection, Collision of the Game, VIP Lounge Sponsor, Plumber of the Game, Play of the Game, Time Out or Line Up Changes/Scratches

## LOWER BACK JERSEY BAR (SINGLE JERSEY)

*\$750 value*

## SKATE WITH THE STAMPS OR MINOR HOCKEY HANGOUT SPONSORSHIP

*\$250 value*

# \$2,000 SILVER PACKAGE

*\$2,750 value*

## ARENA SIGNAGE

*\$1,000 value*

Your choice of arena board, in ice or wall sign (cost of signage not included)

## LOWER BACK JERSEY BAR (SINGLE JERSEY)

*\$750 value*

## GAME NIGHT SPONSORSHIP

*\$1,000 value*

For the game of your choosing. Includes: 10 game tickets, pre-game advertising, in-game advertising, opportunity to showcase your business/organization with displays, giveaways and game day activities

PLUS **15%** Discounted rate on most add-on options

# \$1,000 BRONZE PACKAGE

*\$1,750 value*

## LOWER BACK JERSEY BAR (SINGLE JERSEY)

*\$750 value*

## ARENA SIGNAGE

*\$1,000 value*

Your choice of arena board, in ice or wall sign (cost of signage not included)

PLUS **10%** Discounted rate on most add-on options



# Standalone and **ADD-ON OPTIONS**

*by price*

## Note

If you are purchasing a package most of these options are available with a discount, as listed at the bottom of your chosen package. Items not qualifying for a discount will have a \* by the item price.

### 12 AND UNDER TICKET SPONSOR

\$3,500 value\*

Free entry for all children 12 years old and younger to all regular season home games

### MAIN CAMP & JERSEY SPONSOR

\$3,000 value\*

Title sponsor for the event plus warm-up style jerseys branded to your business/organization that players take home

### YOUTH HOCKEY SCHOOL & JERSEY SPONSOR

\$2,500 value\*

Title sponsor for the event plus warm-up style jerseys branded to your business/organization that players take home

## **\$1,500 OPTIONS**

### ARENA MEDIA DIGITAL SIGN

7-10 second commercial running in a three minute rotation. Cost of production not included. Limited to 8-10 spots

### 50/50 TICKET SPONSOR

Be the title sponsor for all home game and online 50/50 sales

### IN-GAME CONTEST ON APP

Have your name associated with a in-app contest happening during a home game day

### WEBSITE BANNER

Your business featured on the stampedershockey.com website

### SOCIAL MEDIA CONTEST/APP CONTEST

Have your name associated with a weekly social media or in-app contest outside of game days

## **\$1,000 OPTIONS**

### TICKETS FOR 100 HIGH SCHOOL STUDENTS

100 student game tickets given to a class of your choice or distributed how you see fit

### PROGRAM SPONSOR (29 HOME GAMES)

Your logo on the printed programs available at the door

## **\$750 OPTIONS**

### LOWER BACK JERSEY BAR

Business name written out on lower back of one jersey. No logo. 50 spots available

# \$500 OPTIONS

## VEHICLE ADVERTISING

Does not include the cost of the decal

## HOCKEYTV AD SPOT

Your custom ad read on HockeyTV twice per broadcast (each intermission) during all home games

## KIDS GAME DAY AUTOGRAPH SESSION

A branded autograph session during the team's student game

## TICKETS FOR 50 HIGH SCHOOL STUDENTS

50 student game tickets given to a class of your choice or distributed how you see fit

## BRANDED SOCIAL MEDIA GAME DAY POSTS

Have a post all about your business run among our posts

## ADVERTISEMENTS IN NEWS STORIES

Your ad in a website news story

## MINI STICKS (INTERMISSION GAME) SPONSOR

Sponsor this in-game fan contest

## DIGITAL PROGRAM ADVERTISEMENT

Your logo on the digital program available in-app

## PAID READ ADVERTISEMENT (SCRIPT) FOR ALL 29 HOME GAMES

An advertisement for your business read during the game

## GAME DAY POSTER SPONSOR

Display your logo on the posters put up around the community

# \$200 OPTIONS

## HOCKEY CARDS - \$200 PER HOCKEY CARD (30 SPOTS)

Have your logo stand alone on one of our new hockey cards

*Ask us about other available opportunities  
such as calendars and magnets!*

# Miscellaneous OPPORTUNITIES



## GAME NIGHT GIVEAWAYS AND PRIZES

Your business/organization provides the item(s) in any value

## LUCKY SEAT/ROW GIVEAWAYS

20-30 items to give away from your business

## COMMUNITY CONTRIBUTION - SAVE OR GOAL COUNT

For one month your business will donate a set amount towards a charity of your choice for every save or goal made - either by a set player or the entire team

## 50/50 GUARANTEE

Guarantee an amount of your choosing for a 50/50 event

## ROAD MEAL SPONSOR

Donate any amount to help cover costs and be acknowledged

## FUEL SPONSOR

Donate any amount to help cover costs and be acknowledged

## EQUIPMENT SPONSORSHIPS

See equipment page for details

## ARENA BOARD, IN ICE OR WALL SIGNAGE

See arena page for details

## SOCIAL MEDIA AND STAMPEDERS APP

See social media and app page for details





# EQUIPMENT

## JERSEY LOGO

*\$2,000 value*

Choose from Upper Back, Shoulder or Lower Back  
(all jerseys - home & away)

\*Production cost extra

## PANTS LOGO

*\$1,500 value*

Choose from Front Left, Front Right, Back Left or Back Right  
(all pairs worn home & away)

\*Production cost extra

## HELMET LOGO

*\$1,000 value*

Choose from Front Left, Front Right, Back Left or Back Right  
(helmets worn home & away)

\*Production cost extra

## SOCKS LOGO

*\$1,000 value*

Front knee badge only  
(all socks - home & away)

\*Production cost extra

## SINGLE JERSEY LOWER BACK BAR

*\$750 value*

Business name written out on lower back of one jersey.  
No logo. (50 spots available)



## 25TH SEASON EXCLUSIVE

*\$6,000 value*

Be the sole sponsor of the 25th Season third jersey which will be worn throughout the season (1 spot available)

# CENTENNIAL ARENA

## IN ICE LOGOS

*\$1,000 value*

Choose from: End Zone, Centre ice, Faceoff Circles or Slot  
(limited spaces available)

\*Production cost extra

## ICE LEVEL BOARD SIGN

*\$1,000 value*

Choose from: Full Board, Centre ice, Doors, Penalty Box or Players Bench

\*Production cost extra

## UPPER WALL SIGN

*\$1,000 value*

A 4' x 8' sign mounted to the arena wall

\*Production cost extra

## DIGITAL SIGN

*\$1,500 value*

7-10 second commercial running in a three minute rotation

(8-10 spots available)

\*Production cost extra



# SOCIAL MEDIA & APP

## OFFICIAL NAME SPONSOR OF SOCIAL MEDIA PLATFORM

*\$3,000 value*

Have your business name be the first thing visitors to the team's Facebook, Twitter or Instagram see. (3 spots available)

### GOAL GIF

*\$3,000 value*

Used after every time a player scores a goal. (only 1 available)

### WEEKLY PLAYS

*\$2,000 value*

Video Highlights played on all social platforms. (only 3 available)

### MONTHLY PLAYS

*\$1,500 value*

Video Highlights played on all social platforms. (only 3 available)

### GET TO KNOW A STAMP

*\$1,500 value*

Regular feature of players. (only 1 available)

### AWAY GAME

*\$1,000 value*

Have your logo on away game announcements. (only 1 available)

### LINEUP

*\$1,000 value*

Have your logo on posted lineup sheets. (only 1 available)

# Commercials

## MONTHLY COMMERCIAL

*\$500 value*

Professionally produced commercial that will be posted on our social media platforms with your business tagged (posted once per month)

\*Production included

## MONTHLY COMMERCIAL WITH PLAYER

*\$750 value*

Professionally produced commercial that will be posted on our social media platforms with your business tagged (posted once per month or twice per month for an additional \$250)

\*Production included

# Stampeders App

## TITLE SPONSOR

*\$2,500 value*

Your logo will be the first thing fans see when they open the app. (only 1 available)

## LOWER BANNER

*\$1,000 value*

Your business featured across the bottom of the app while users are browsing. (limited quantity)

## GAMES/POLLS

*\$1,000 value*

Your business featured on interactive games or polls done within the app. (limited quantity)

# CORPORATE TICKETS

**T**hey're back! Have tickets included in your sponsorship package. A couple of notes... you must purchase another sponsorship opportunity to be eligible to purchase sponsor tickets. If you only want to purchase season or flex pack tickets, please do so as regular ticket holders would.

\*All tickets are non-game specific and can be used at any regular season home game

## 250 ADULT TICKETS FOR \$2,750\*

*\$3,750 value (\$11 each)*

## 150 ADULT TICKETS FOR \$1,800\*

*\$2,250 value (\$12 each)*

## 50 ADULT TICKETS FOR \$650\*

*\$750 value (\$13 each)*

## 200 ADULT TICKETS FOR \$2,300\*

*\$3,000 value (\$11.50 each)*

## 100 ADULT TICKETS FOR \$1,250\*

*\$1,500 value (\$12.5 each)*

## 25 ADULT TICKETS FOR \$335\*

*\$375 value (\$13.5 each)*



**TO SET UP A MEETING TO DISCUSS  
PACKAGES OR SPONSORSHIP IDEAS  
PLEASE CONTACT:**

**Cody Manchester,  
Marketing Director**

**(204) 281-2765**

**[marketing@stampedershockey.com](mailto:marketing@stampedershockey.com)**

**[WWW.STAMPEDERSHOCKEY.COM](http://WWW.STAMPEDERSHOCKEY.COM)**