



GET READY FOR ACTION.

**Manitoba Junior Hockey League
Partnership/Sponsorship benefits
2010-2011**



Overview

The MJHL boasts 11 Junior 'A' Hockey teams in communities throughout Manitoba:

- Dauphin Kings - *Credit Union Place*
- Neepawa Natives - *Yellowhead Arena*
- OCN Blizzard - *Gordon Lathlin Memorial Arena, The Pas, Manitoba*
- Portage Terriers - *Portage Recreation Complex*
- Selkirk Steelers - *Selkirk Recreation Complex*
- Steinbach Pistons - *T.G. Smith Centre Swan*
- Swan Valley Stampede - *Swan River Centennial Arena*
- Waywayseecappo Wolverines - *Waywayseecappo Recreation Complex*
- Winkler Flyers - *Winkler Recreation Complex*
- Winnipeg Saints - *St. Adolphe Arena*
- Winnipeg Blues - *MTS IcePlex*





- Junior 'A' Hockey players range from 16 to 20 years of age and many players go to the next level and play Major Junior hockey, U.S. or Canadian College hockey and on to professional hockey.
- Junior hockey is the 'number-one game in town' in the vast majority of the 11 communities served by the MJHL. The breadth and depth of penetration into Winnipeg and the rural heartland is unmatched by any other sport or league in the province.
- The reach, positive impact and effective communications achieved in these communities via a partnership with the MJHL is significant.





MJHL Mission Statement

To provide each player with an elite hockey development experience with a strong emphasis on education and citizenship.

To provide each corporate partner with prominent brand visibility through high profile marketing vehicles to increase sales and meet business objectives.



Teams



Dauphin Kings



Selkirk Steelers



Neepawa Natives



Steinbach Pistons



OCN Blizzard



Winkler Flyers



Portage Terriers



Winnipeg Saints



Swan Valley Stampede



Winnipeg Blues



Waywayseecappo Wolverines



League Profile



- 2010-11 Season is the 91st year of Junior Hockey in Manitoba
- Over 125 players have received NCAA or CIS scholarships since 2002
- Three MJHL players drafted by NHL teams in the last eight years and numerous alumni used the MJHL as entree to professional leagues
- 341 regular season games across the Province
- 275 players aged 16 to 20 years of age registered by 11 teams and 80% of all players attend school on a full or part-time basis
- Nearly \$450,000 per team spent annually on travel, ice-time, food, lodging & equipment
- Extensive electronic and print media coverage / social media: Facebook, Twitter, and YouTube



Audience Demographics & League Information

- League attendance was nearly 250,000 in 2009-2010 season
- MJHL fans are intensely loyal, interested and engaged in the league and recognize and support league sponsors
- The MJHL audience includes families and hockey/sports fans of all ages
- 341 regular season games - 275 players (16 to 20 yrs. of age) registered with 11 teams
- Approximately \$450,000 spent per team annually on travel, food, lodging and equipment
- Extensive electronic and print media coverage, website and social media

MJHL website:

- MJHL website receives over 195,000 unique visitors per year
- Total visitors - over 1,500,000 (2009-2010 season)
- Average visitors per day - 6,787 - Average page views per visitor - 24.11
- Average page views per day - 139,328
- Average bandwidth per visitor - 317.96 KB



Official Sponsor

\$30,000 - \$50,000

- Division naming rights (negotiable)
- Rink board advertisement (11 teams)
- PA announcement (341 games)
- Pocket schedule back cover
- Team Program ad (full-page, 11 teams)
- Game night sponsor (11 teams)
- MJHL website banner ad (in rotation)
- All-Star Game sponsor & 1/2 page ad
- MJHL Showcase sponsor
- 8 League Passes
- Website logo/link (MJHL website)
- Website logo/link (11 teams)
- MJHL Yearbook ad (1/2 page)
- RTU Licence (MJHL logo)



Major Sponsor

\$15,000

- Rink board advertisement (11 teams)
- PA announcement (341 games)
- Pocket schedule back cover
- Team Program ad, 1/2 page (11 teams)
- All-Star Game program ad, 1/4 page
- MJHL Yearbook ad (1/4 page)
- MJHL Showcase sponsor
- 4 League passes
- Website logo/link (MJHL website)
- Website logo/link (11 teams)
- MJHL website banner ad (in rotation)
- RTU Licence (MJHL logo)



Player of the Week Title Sponsor

\$10,000

- Website designation
- Pocket schedule inside front cover
- Team Program ad, 1/4 page (11 teams)
- All-Star Game Program ad, 1/4 page
- PA Announcements/weekly presentations
- MJHL Showcase sponsor
- 4 League passes
- Website logo/link
- MJHL website banner ad (in rotation)
- RTU Licence (MJHL logo)



Playoff Season Title Sponsor

\$5,000

- Title sponsorship
- Website logo/link
- Pocket schedule back cover
- Team Program ad, ¼ page (11 teams)
- All-Star Game Program ad, ¼ page
- MJHL Showcase sponsor
- 4 League Passes
- Website logo/link
- RTU Licence (MJHL logo)

MJHL Showcase Title Sponsor

\$5,000 (October 7,8,9, 2010)

- Title sponsorship
- Website logo/link
- Rink banner(s)
- Event poster/logo on all advertising
- PA Announcements
- Exhibit booth
- 8 Showcase Weekend passes
- News conference
- RTU Licence (MJHL logo)



All-Star Game Title Sponsor

\$5,000 (January 19, 2011)

- Title sponsorship
- Website logo/link
- Rink banner
- Event poster/logo on all advertising
- Program front cover
- Game night sponsor
- PA Announcements
- Exhibit booth
- Team Program ad, 1/4 page (11 teams)
- 8 All-Star Game passes
- RTU Licence (MJHL logo)

Supporting Sponsor

\$3,000

- Pocket schedule inside cover
- Team Program ad, 1/4 page (11 teams)
- All-Star Game Program ad, 1/4 page
- MJHL Showcase sponsor
- 2 League Passes
- Website logo/link



Official Sponsors



Major Sponsors



Manitoba
Government
and General
Employees'
Union



Supporting Sponsors





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