

# WEST KELOWNA WARRIORS

2020/2021

CORPORATE PARTNERSHIPS





# WEST KELOWNA WARRIORS

## Why Partner with the Warriors?

**Marketing Value:** The Warriors changed ownership in November 2019 and averaged over 1000 fans per game attendance in 2020. That equates to over 30,000 patrons over the course of a season, not including all the other community events that keep Royal LePage Place bustling 12 months a year. Marketing with the Warriors is the most economic way to directly target West Kelowna residents and draw them to your business. We will work with you to create a customized marketing package that will ensure your brand is noticed and our fans become your customers!

**Community Support:** The Warriors take pride in representing our community on and off the ice. Just as hard as we compete to win, we understand it is our responsibility to be role models for the youth and give back to our community where ever we can. We visit every elementary school annually, mentor our youth hockey teams, and invest ourselves in numerous community outreach initiatives. None of this would be possible without the support of our corporate community. We rely heavily on our corporate support as operating revenue and in turn, we do our best to demonstrate return on your community investment.

*"Our Warriors have given us civic pride and community identity. The Ensign family is proud to have supported the team since 2006. Join the team!"*

- Rusty Ensign, Ensign Bros



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## ROYAL LEPAGE PLACE SIGNAGE OPPORTUNITIES



**ICE LOGOS (\$4500/pair):** Inlay your oversized brand into the ice surface for every fan to see. The ice remains installed 11 months a year at Royal LePage Place.



**RINK BOARDS (\$2600):** Hockey's signature branding platform. The Rink Boards at RLP remain posted 12 months a year and are visible for all Warriors home games, minor hockey, ringette, adult hockey, and all other facility events. (8' X 3.5')

### **ILLUMINATED SIGNS (\$3500):**

These highly-visible backlit signs span 12' long above all the seating sections.



Eyes are drawn to these popular bright signs. If it's brand exposure you are looking for, this is the sign.







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## ADDITIONAL SIGNAGE OPPORTUNITIES

### **SHOT CLOCK ILLUMINATES (\$2500):**

5' X 2' Backlight signs neighbouring the shot clocks at either end of the arena.

### **PLAYERS BENCH GLASS (\$3000):**

Is your brand name long? This unique signage spans the length of the players benches.

**PENALTY BOX (\$3500/pair):** Get creative and post your brand behind the penalty boxes!

**STAIR RISERS (\$1500/Section):** Brand the steps of any section and it's a can't-miss for the fans in the opposing stands.



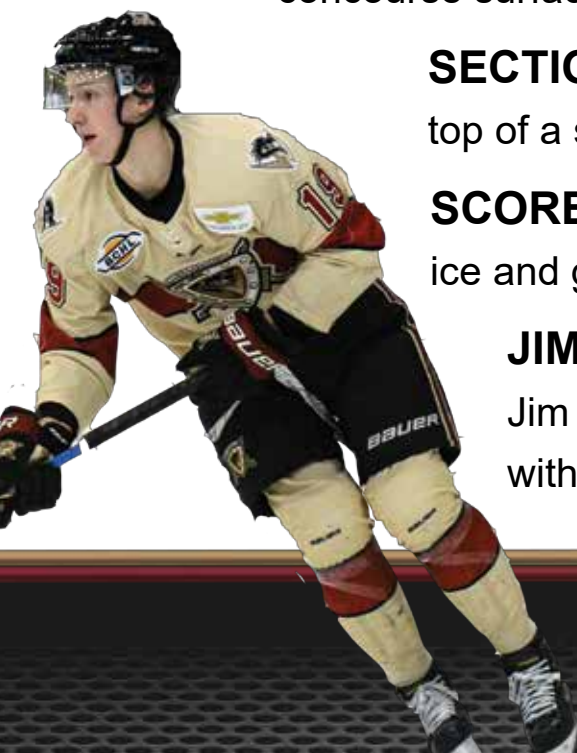
**ENDZONE CONCOURSE FACIA (\$3000):** 15' X 18" impactful decals on the concourse surface facia above the goalies at either end of the rink.

**SECTION BANNER (\$1000):** Hang a company banner at the top of a section for all fans to see.

**SCORE CLOCK (\$11,000):** Own the score clock above center ice and guarantee impressions! Total of 8 signs in the package.

### **JIM LIND ARENA RINK BOARDS (\$1000):**

Jim Lind is the neighboring smaller arena. Always packed with local youth.





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## CREATIVE MARKETING



**MEDIA BACKDROP:** A great opportunity to associate your brand with the West Kelowna Warriors. The media backdrop will have a presence in all Warriors press conferences, interviews, speeches and other media-related events.



**OFFICIAL GAME PUCKS:** Sponsor the actual pucks used at Royal LePage Place and watch your branding become an instant collectors item.



**7TH PLAYER OF THE GAME:** Every home game, a local youngster from West Kelowna Minor Hockey will experience a very special night, as they join the team for the warm up and stand with the starting line-up during the national anthem. Join us as the exclusive sponsor of the Warriors 7th Player of the Game.



**WARRIOR OF THE MONTH:** Each month, the fans will select a player on social media to be recognized for his work ethic and success during the previous month. Sponsor will make an on-ice presentation to the player. Sponsor to provide player prizing.

**DIGITAL MARKETING:** The Warriors have a strong social media following that our advertising partners can leverage. Sponsor routine posts such as game lineups and get thousands of repeat views of your brand across several platforms. Warriors website opportunities available as well.

**GAME BROADCAST:** Sponsor an in-game plug on the game broadcast., such as the "Midas Touch of the Game!"



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## GAME ENTERTAINMENT OPPORTUNITIES

**GAME EVENT SPONSORSHIPS:** Sponsor a Warriors game and capture the fans attention throughout the night. A Game sponsorship includes title sponsorship in all pre-event marketing, VIP Table tickets for your office, Intermission Contest, PA Announcements, Concourse booth (lead generation), Prize/Product giveaways. Event Sponsorships include: "Hockey Day in West K", "Peachland Warriors Night", "Teddy Bear Toss", "Health Care Appreciation Night", "Home Opener", "Family Day Game", "Faith Night"

**IN-GAME PROMOTIONS:** These include in-crowd promotions, PA Announcements, and intermission contests. Ex. "Dance for your Dinner", "Beer Kill", "Filthiest Car in the lot", "Frisbee Toss", "Shoot to Win"

**TAG ANNOUNCEMENTS:** "Brought to you by" announcements offer the opportunity to tag your brand to a routine game announcement, constantly reminding the spectators of your business throughout the entire season. A great form of brand exposure because repetition works! Opportunities to tag your business include:

- Powerplay Sponsor - 3 Stars Sponsor
- Penalty Kill Sponsor - Tonight Referee's
- Anthem Sponsor - Starting Line Up
- Shots on Goal - Live Player Interview



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## COMMUNITY OUTREACH PROGRAM SPONSORSHIPS



**SCHOOL SPIRIT PROGRAM:** The Warriors will visit every elementary school from the bridge to Peachland! During the visit, the Warriors will give each student a free ticket to an upcoming game with their classmates. The school that shows the most community spirit and has the most fun at the game will win a school spirit award at the end of the season. The winning school will also receive a \$1000 donation towards new Phys Ed gear. The Title Sponsor will be a branded partner in all aspects of this program.

### **MINOR HOCKEY MENTORSHIP PROGRAM:**

Each Warrior will be assigned to two minor hockey teams and they will attend at least one practice a month per team to mentor the kids.

**PASTOR DON'S HAMPER DRIVE:** Every December, team Chaplin Don Richmond leads a program, along with the Warriors players and staff, that gathers donations from the fans and packs hundreds of food hampers for West Kelowna Families. A sponsor will help us grow the Program!



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## WARRIORS ALLIANCE PROGRAM

The Alliance Membership Program will be launched in September 2020. Each Season Ticket holder, staff member, volunteer, and player will receive a Warriors Alliance Card that grants them discounts at participating corporate partners' locations throughout our community. It is designed to encourage our core Warriors community to do business with our corporate partners. All the participating businesses will be listed on the Warriors website. There is no charge to participate and the respective discounts are at your discretion.



## CORPORATE FLEX SEASON TICKETS

We are launching a new Season Ticket option that caters to our corporate partners. Instead of being locked into a pair of seats for all 27 home games and scrambling to use them or lose them, you can now elect to receive 54 ticket vouchers which you can redeem for any game at which ever quantity you 'd like. In other words, no ticket or seat will go unused. You can now use your tickets to bring the entire office to a game and still treat your favorite customers to several other games. Season Tickets are affordably priced at \$339 each



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