



WEST KELOWNA
WARRIORS

CORPORATE PARTNERSHIPS





WHY PARTNER WITH THE WARRIORS?

The Warriors take pride in representing our community on & off the ice. Through community outreach initiatives, philanthropic fundraising, and youth programming, the Warriors were awarded the 2021 Greater Westside Board of Trade Community & Public Service Award. Your support of the Warriors enables us to give back to our community and non-profits who need our support.



Over the course of the 2021/2022 season, over 35,000 patrons attended Warriors games. Beyond that, Royal LePage Place is always in use for youth hockey, figure skating, and ringette, 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 can create a customized marketing package that will ensure your brand is noticed and our fans become your customers!

“ *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



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 for 12 months a year and are visible for all Warriors home games, minor hockey, ringette, adult hockey, and all other facility events.



ILLUMINATED SIGNS \$3500

These highly visible backlit signs span 12ft in length above the seating sections. If it's brand exposure you're looking for, this is the sign.

westkelownawarriors.ca



ADDITIONAL SIGNAGE OPPORTUNITIES



BRICK WALL BLAST \$3000

Break through bricks wall graphic will get you noticed.

STAIR RISERS \$1500/section

Brand the steps of any section. A can't miss for the fans in the opposing stands.



ENDZONE CONCOURSE FASCIA \$3000

15 ft x 18" impactful decals on the concourse surface fascia 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.



JIM LIND RINK BOARDS \$1000

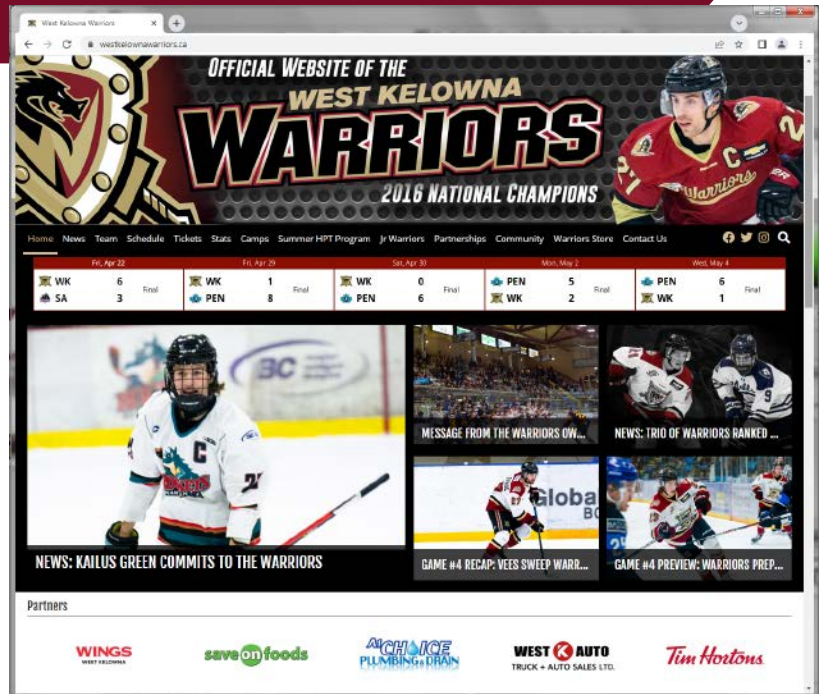
Jim Lind is the neighbouring smaller arena. Always packed with local youth.



DIGITAL & CREATIVE MARKETING



Digital Marketing - Leverage the 12,000 West Kelowna followers on Instagram, Facebook, Twitter, and the Warriors official website. Several opportunities available including game day line-ups sponsor, feature player sponsor, game preview sponsor, and many more.



Warrior of the Month - Sponsor the player of the month as voted on by the fans.

Game Broadcast - Sponsor an in-game plug on the game broadcast, such as the "Midas Touch of the Game!"



TEAM BRANDING - Have your company name on the team's uniforms for the full season.
Helmet decals: \$4,000
Pants Badge: \$3,000





GAME ENTERTAINMENT



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, 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", "Home Opener", "Family Day Game", and "Faith Night"

In-Game Promotions: These include in-crowd promotions, PA Announcements and intermission contests. Ex. "Dance for your Dinner", "Beer Kill", "Frisbee Toss", and "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*

COMMUNITY OUTREACH PROGRAMS



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 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!

westkelownawarriors.ca



SEASON TICKETS



Corporate Flex Season Tickets: Instead of being locked into a pair of seats for all 26 home games and scrambling to use them or lose them, you can now elect to receive 52 ticket vouchers which you can redeem for any game at whatever quantity you'd like. In other words, no ticket or seats will go unused. You can use your tickets to bring your entire office to a game and still treat your favorite customers to other games. Season Tickets are affordably priced at \$349 each.

VIP Tables: The best seats in the house with VIP service! These tables come with 4 barstools and 4 tickets to each game. Perfect for a staff or client outing. Available in full or half season bundles.



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