



# SPONSORSHIP GUIDE

# THIS IS THE MJHL



The Manitoba Junior Hockey League has an illustrious history dating back to 1917 bolstered with rich traditions and countless accomplishments by member teams and individuals.

**11**

**THE MJHL INCLUDES 11 TEAMS DEEPLY CONNECTED TO THE HEART OF THEIR COMMUNITIES AND SURROUNDING AREAS.**

**2,100,000**

OVERALL FOOT TRAFFIC IN MJHL ARENAS

**1,003,500**

WEBSITE VISITOR SESSIONS ANNUALLY

DAUPHIN KINGS  
NEEPAWA NATIVES  
OCN BLIZZARD  
PORTAGE TERRIERS  
SELKIRK STEELERS  
STEINBACH PISTONS  
SWAN VALLEY STAMPEDERS  
VIRDEN OIL CAPITALS  
WAYWAYSEECAPPO WOLVERINES  
WINKLER FLYERS  
WINNIPEG BLUES

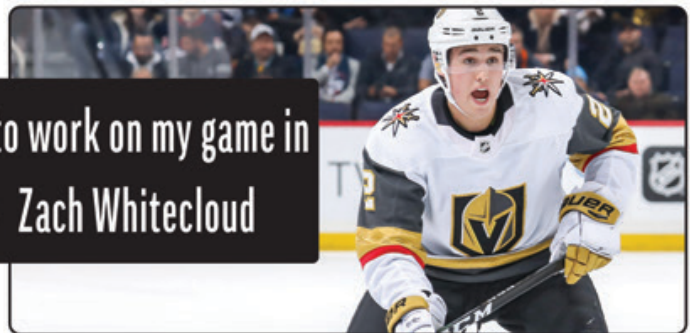




# **CONNECT WITH A PASSIONATE FAN BASE**

Today's on-ice product provides our dedicated fan base with a highly paced style of hockey showcasing the tremendous skill and character of our players. Stemming from the high quality of play on the ice, the MJHL continues a long-standing of advancing players into higher levels of hockey along with post-secondary education opportunities.

**"The MJHL provided me with the opportunity to work on my game in an environment that had all the resources" - Zach Whitecloud**



## 250,000

LEAGUE-WIDE ATTENDANCE EACH MJHL SEASON

## 270 NHL

TOTAL MJHL ALUMNI ADVANCED TO THE NHL

### 14

**MJHL TEAMS HAVE WON AN ASTOUNDING 14 NATIONAL CHAMPIONSHIPS, MOST RECENTLY IN 2015 (PORTAGE).**

### 50

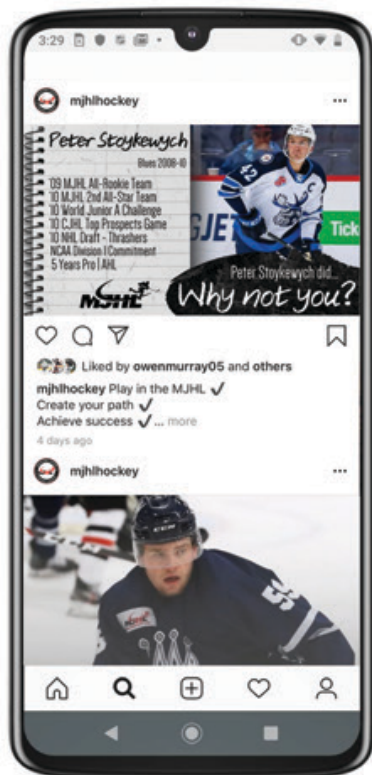
**EACH SEASON THE MJHL ADVANCES AN AVERAGE OF 50 PLAYERS INTO MAJOR JUNIOR OR COLLEGE HOCKEY.**

The outstanding in-game hockey experience seen at MJHL games matched with the high volume of player advancements and team's national success facilitates continued growth of our network.



# SOCIAL MEDIA THAT WILL SCORE BIG

The MJHL is continually growing @mjhlhockey followers each day with exciting and current content related to league awards, achievements, alumni, and game action. Reach consumers faster, at a higher frequency and in higher numbers than before. Engagement through social media to promote a campaign or launch a new initiative gives you consistent exposure to our fans.



## ANNUAL IMPRESSIONS

## NETWORK FOLLOWERS



7,380,000

9,342



4,285,786

7,528



1,415,690

3,484



**WINNIPEG IS THE TOP LOCATION OF MJHL SOCIAL MEDIA USERS WITH OVER 80% OF CONTENT CONSUMPTION.**



**25-34 IS THE TOP AGE RANGE OF MJHL SOCIAL MEDIA USERS FOLLOWED BY 35-44 AND 18-24. OVER 70% WITHIN 18-44.**



# MJHL ON THE WEB



**293,252**

UNIQUE VISITORS ANNUALLY

**1,003,500**

WEBSITE VISITOR SESSIONS ANNUALLY



**MJHLHOCKEY.CA AVERAGES OVER 2,670 VISITORS DAILY  
WITH AN ENGAGEMENT DURATION AVERAGING 3:45.**



**MJHL WEBSITE TRAFFIC HOSTS A GENDER BALANCE OF  
45.85% FEMALE AND 54.15% MALE VISITORS.**

## MJHL LED DIGITAL SIGNS

- | FOOT TRAFFIC OF OVER 2.1 MILLION ARENA VISITORS**
- | NEARLY 2000 AD IMPRESSIONS PROVIDED EVERY DAY**
- | VIDEO & ANIMATION CAPABILITIES, QUICK TURNAROUND**



# **SUITABLE PACKAGES FOR YOU**

Becoming a Partner of the Manitoba Junior Hockey League entails a unique opportunity to reach a large audience in several different areas including the MJHL's digital sign network, website, social media, and events while providing exclusivity within your industry sector.

## **SUPPORTING PARTNER**

OPPORTUNITIES TO ALIGN THROUGH A SPECIFIC ITEMIZED MJHL ASSET OR DESIGNATED PROMOTIONAL CAMPAIGNS USING A VARIETY OF ASSETS FOR A DETERMINED TIME PERIOD.

## **MAJOR PARTNER**

A STRONG LEVEL OF ONLINE ADVERTISING THROUGH LEAGUE AND TEAM WEBSITES PACKAGED WITH DIGITALS SIGNS, PRINT, SOCIAL MEDIA, AWARDS, AND IN-GAME MEDIA.

## **OFFICIAL PARTNER**

OUR MOST PROMINENT PACKAGE, OFFERING A DEEP RANGE OF MJHL ASSETS INCLUDING PRIORITY WEBSITE VISIBILITY, DIGITAL SIGNS, SOCIAL MEDIA, EVENTS, PODCAST, PRINT, AND IN-GAME MEDIA.



**EACH PARTNERSHIP LEVEL OFFERS AN EXCEPTIONAL BASE OF INCENTIVES UTILIZING FOUNDATIONAL ASSETS.**



**WE WORK DILIGENTLY WITH YOU TO ROUND OUT A DETAILED PACKAGE THAT WILL BEST SUIT YOUR NEEDS & BUDGET.**





# OPPORTUNITIES TO ALIGN CREATIVELY



**POSITION YOUR BRAND WITH THE PRESTIGE OF EXCLUSIVE LOGO PLACEMENT ON ALL MJHL TEAM JERSEYS.**



**PRESENTING TITLE OR WEEKLY EPISODE SPONSOR OF THE MJHL PODCAST ENGAGING HOT ITEM NEWS AND INTERVIEWS.**



**Creative opportunity for branded scorebars and commercials inside live broadcasts of every MJHL game; over 300 games!**



**PRESENTING TITLE OR HOST SPONSORSHIP LEVELS FOR MJHL EVENTS: SHOWCASES, CAMPS, PLAYOFFS, AND MORE.**



**INFLUENCE A CAPTIVE ONLINE CROWD WITH PROMOTIONS LIKE TOP GOALS, FAN VOTES, FUN FACTS, STAT PACKS, OR E-NEWS.**



**GET IN THE GAME WITH INTERMISSION OR ARENA COUNCOURSE CONTESTS, FAN GIVEAWAYS, OR PUCKS & UNIFORM LOGOS.**

Turn-key, impactful packages to meet your target audience and marketing goals. Immerse your brand in an environment that the consumer is most passionate about: MJHL Hockey.



A black and white photograph of a hockey goalie in a crouched position, wearing a white helmet with a clear face mask, a black jersey with red and white accents, and large black and white leg pads. The goalie is holding a hockey stick. The background is a blurred indoor ice rink.

**Erik Swar | MJHL**

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