



MANITOBA JUNIOR HOCKEY LEAGUE



GET READY FOR ACTION.

**Manitoba Junior Hockey League (MJHL)
Corporate Partnership/Sponsorship Benefits
2018-2019**





Overview

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

- **Dauphin Kings** - *Credit Union Place - 1,860 capacity*
- **Neepawa Natives** - *Yellowhead Arena - 1,500 capacity*
- **OCN Blizzard** - *Gordon Lathlin Memorial Arena, The Pas, Manitoba - 1,100 capacity*
- **Portage Terriers** – *Stride Place - 2,050 capacity*
- **Selkirk Steelers** - *Selkirk Recreation Complex - 2,570 capacity*
- **Steinbach Pistons** - *T.G. Smith Centre - 1,450 capacity*
- **Swan Valley Stampeders** - *Swan River Centennial Arena - 1,200 capacity*
- **Virden Oil Capitals** - *Tundra Oil and Gas Place - 1,500 capacity*
- **Waywayseecappo Wolverines** - *Waywayseecappo Recreation Complex - 1,500 capacity*
- **Winkler Flyers** - *Winkler Recreation Complex - 2,000 capacity*
- **Winnipeg Blues** - *Bell MTS IcePlex - 1,600 capacity*





- 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 10 of 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 advertising reach, positive impact and effective communications achieved in these communities via a partnership with the MJHL is significant.





MJHL Mission Statement

To provide each MJHL player with an elite hockey development experience with a strong emphasis on education and citizenship. To deliver exciting Junior 'A' hockey action to fans throughout the province and enhance Manitoba communities in the spirit of sports excellence and goodwill.

To provide each corporate partner with prominent brand visibility through high profile marketing & advertising vehicles to increase sales, enhance branding and community relations and meet business objectives.





MANITOBA JUNIOR HOCKEY LEAGUE

Teams



Dauphin Kings



Selkirk Steelers



Neepawa Natives



Steinbach Pistons



OCN Blizzard



Winkler Flyers



Portage Terriers



Virden Oil Capitals



Swan Valley Stampede



Winnipeg Blues



Waywayseecappo Wolverines





League Profile

- The 2018-2019 season is the 99th year of Junior Hockey in Manitoba
- Over 195 players have received NCAA or CIS scholarships since 2002
- Ten MJHL players drafted by NHL teams in the last ten years and numerous alumni have gone on to professional leagues in North America and Europe
- 330 regular season games plus playoffs (approx. 40-49 playoff games)
- 275 players aged 16 to 20 years of age registered by 11 teams – 80% of all players attend school on a full or part-time basis
- Over \$500,000 per team is spent annually on travel, ice-time, food, lodging & equipment
- Extensive electronic & print media coverage
- Social media: Facebook, Twitter, Instagram & YouTube (MJHL plus 11 team accounts)
- The MJHL champion competes against the SJHL champion with the winner advancing to the RBC Cup national championship tournament





Audience Demographics & League Information

- League attendance is approx. **250,000** annually
- Overall arena traffic in 11 MJHL communities is over **2.4 million per year**
- 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
- Social media - May 2018 - Twitter - 7,391 followers; Facebook - 1,972 followers; YouTube 24,765 views; Instagram – 3,303 followers

MJHL website – www.mjhlhockey.ca :

- MJHL website received 227,752 unique visitors (April 2017 to May 2018 - 12 months)
- Total visits: 938,336 (12 months) – Total page views: 2,915,156 (12 months)
- Average visitors per day: 2,671 – Average visit duration: 3:56 minutes
- Average number of page views per visit: 3.11

NOTE: 11 MJHL team websites in addition to the league website attract over 1.5M visitors per year





MANITOBA JUNIOR HOCKEY LEAGUE

Annual Arena Traffic (all activities)

Dauphin:	250,000	Credit Union Place
Neepawa:	100,000	Yellowhead Arena
OCN (The Pas):	90,000	Gordon Lathlin Memorial Arena
Portage:	250,000	Stride Place
Swan Valley:	120,000	Swan River Centennial Arena
Waywayseecappo:	100,000	Waywayseecappo Recreation Complex
Selkirk:	250,000	Selkirk Recreation Complex
Steinbach:	350,000	T.G. Smith Centre
Virден:	140,000	Tundra Oil and Gas Place
Winkler:	250,000	Winkler Recreation Complex
Winnipeg :	520,000	Bell MTS IcePlex – Note: MTS IcePlex includes four arenas.

Annual arena traffic (all activities) in 11 MJHL communities is over **2.4 million**.





Official Partner

\$30,000

- Digital LED in-arena signage (11 teams)
- PA announcement (330 games + playoffs)
- Logo, pocket schedule back cover
- Logo, team line-up sheets
- MJHL Yearbook ad (full-page, 4-colour)
- Game night sponsor (11 teams) including display & promo items opportunity
- Exclusivity in industry sector
- MJHL website banner ad (in rotation) PLUS 11 team websites
- MJHL Showcase sponsor (Dec. 2018)
- 8 League VIP Passes
- Website logo/link (MJHL website)
- Website logo/link (11 team websites)
- Logo on MJHL print advertising: weekly placement – Winnipeg Sun
- RTU License (MJHL logo)

FEATURING DIGITAL LED IN-ARENA SIGNAGE – DIGITAL AD PRODUCTION INCLUDED





Major Partner

\$20,000

- Digital LED in-arena signage (11 teams)
- PA announcement (330 games + playoffs)
- Logo, pocket schedule back cover
- Logo, team line-up sheets
- MJHL Yearbook ad (1/2 page, 4-colour)
- MJHL website PLUS 11 team websites banner ad (in rotation)
- MJHL Showcase sponsor (Dec. 2018)
- 4 League VIP passes
- Website logo/link (MJHL website)
- Website logo/link (11 team websites)
- RTU License (MJHL logo)

FEATURING DIGITAL LED IN-ARENA SIGNAGE – DIGITAL AD PRODUCTION INCLUDED





MANITOBA JUNIOR HOCKEY LEAGUE

MJHL Digital Sign Network

- *Provincial Reach* -

Reach Winnipeg *and* rural Manitoba. The MJHL offers dynamic, digital LED in-arena signage in each of the league's 11 arenas. MJHL **Official** and **Major** partners are featured on the digital in-arena signs. Digital signs are in use for public events & activities in the arenas (some restrictions may apply) and deliver high audience reach, frequency, impact, and message retention. Digital LED signs provide branding/messaging flexibility and allow for time-sensitive advertising messages. **Overall arena traffic is over 2.4 million.**

Digital LED signs are installed in highly visible locations inside the actual arena/rink space. The signs are of the highest picture quality and sign dimensions are 18' w x 3.31' h. View video [here](#).





MANITOBA JUNIOR HOCKEY LEAGUE

Player of the Week Title Sponsor

\$10,000 (sold)

- MJHL website designation
- Logo, pocket schedule back cover
- MJHL Yearbook ad (1/4 page, 4-colour)
- Logo, Team line-up sheets
- Earned media (weekly news updates)
- PA Announcements/weekly presentations
- MJHL Showcase sponsor
- 4 League VIP passes
- Website logo/link - MJHL and 11 team sites
- Banner ads - MJHL website + 11 team sites (in rotation)
- RTU License (MJHL logo)





MANITOBA JUNIOR HOCKEY LEAGUE

MJHL Showcase Title Sponsor (Bell MTS IcePlex in Winnipeg, December 2018)

\$10,000

- Title sponsorship
- MJHL website logo/link
- In-arena signage/rink banner(s)
- Event poster/logo on all advertising
- MJHL Yearbook ad (1/4 page, 4-colour)
- PA Announcements
- Exhibit booth
- 8 MJHL Showcase VIP passes
- News release/news conference
- RTU License (MJHL logo)

Supporting Partner

\$5,000

- Logo, pocket schedule back cover
- Logo, team line-up sheets
- MJHL Yearbook ad (1/8 page, 4-colour)
- MJHL Showcase sponsor
- 2 League VIP Passes
- MJHL website logo/link
- RTU License (MJHL logo)





Additional Sponsorship Options

2018-2019

- **MJHL Puck Promotion**

5,500 pucks (500 per team) @ \$5.25 per puck

Print league and sponsor logos on Hockey Canada approved pucks and distribute 500 pucks per team . Pucks distributed during & after games, in schools, mall displays, minor hockey events, etc. Long-term benefits with sponsor logo on 500 pucks per community for years to come.

- **MJHL-Winnipeg Blue Bomber Game Nights**

\$2,000 per event x 11 communities

The concept features two high profile Winnipeg Blue Bomber players traveling to each MJHL community to visit local schools and appear as the special celebrity guests at an MJHL game – presented by sponsor. Excellent earned media & social media exposure. Detailed plan available upon request.

- **MJHL Sport/Team Water Bottles**

550 water bottles (50 per team) @ \$5.75 per bottle

Print league and sponsor logos on Hockey Canada approved water bottles for team use. Water bottles are visible during games and practices and in live action player photos & television/video coverage.





MANITOBA JUNIOR HOCKEY LEAGUE

Official Partners



Major Partners



Manitoba
Government
and General
Employees'
Union



Supporting Partners





MANITOBA JUNIOR HOCKEY LEAGUE

mjhlhockey.ca

[MJHL DIGITAL SIGN NETWORK](#)

[MJHL VIDEO](#)

CONTACT:

Kim Davis

Commissioner

T: (204) 925-5644

C: (204) 223-5786

E: commissioner@mjhlhockey.ca

Trevor Kennerd

Director, Corporate Partnership Services

T: (204) 489-8451

C: (204) 771-1115

E: trevor@tkmarketing.ca

