



***Celebrating over 100 years of
Junior Hockey in Manitoba.***



GET READY FOR ACTION.

**Manitoba Junior Hockey League (MJHL)
Corporate Partnership/Sponsorship Benefits
2019-2020**





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** - *RINK Training Centre - 800 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.



Teams



Dauphin Kings



Neepawa Natives



OCN Blizzard



Portage Terriers



Swan Valley Stampede



Selkirk Steelers



Steinbach Pistons



Winkler Flyers



Virden Oil Capitals



Winnipeg Blues



Waywayseecappo Wolverines





League Profile

- The 2019-2020 season is the **102nd year** of Junior Hockey in Manitoba
- Over 250 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 Junior 'A' national championship tournament





Audience Demographics & League Information

- League attendance is approx. **250,000** annually
- Overall arena traffic in 11 MJHL communities is over **2.1 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 - April 2019 - Twitter - 8,195 followers; Facebook - 2,354 followers; YouTube - over 100,000 views; Instagram – 4,966 followers (PLUS 11 MJHL teams' social media)

MJHL website – www.mjhlhockey.ca :

- MJHL website received 293,252 unique visitors (April 2018 to April 2019 - 12 months)
- Total visits: 972,339 (12 months) – Total page views: 2,932,686 (12 months)
- Average visitors per day: 2,671 – Average visit duration: 3:45 minutes
- Average number of page views per visit: 3.04

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



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
Virden:	140,000	Tundra Oil and Gas Place
Winkler:	250,000	Winkler Recreation Complex
Winnipeg :	225,000	RINK Training Centre

Annual arena traffic (all activities) in 11 MJHL communities is over **2.1 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 (Sept. 2019)
- 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 (Sept. 2019)
- 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





MJHL Digital LED 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 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 2.1 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](#).





Player of the Week Title Sponsor

\$15,000 (sold)

- MJHL website homepage 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
- Digital ad – MJHL Digital Sign Network (11 teams/11 arenas/11 communities)
- RTU License (MJHL logo)





MJHL Showcase Title Sponsor (Seven Oaks Sportsplex, Winnipeg, Sept. 2019)

\$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

2019-2020

- Title Sponsorship – MJHL Weekly Podcast with Erik Swar
32 episodes (30 mins) once per week - \$4,800
Featuring hockey & MJHL analyst, Erik Swar, each 30-minute podcast will provide title sponsor branding (15 sec intro and extro) together with a 30-second produced commercial or host read. Excellent online and social media promotion & exposure. All episodes live and archived on MJHL website. Detailed proposal available upon request.
- 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 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.





Official Partners



Major Partners



Supporting Partners





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

