



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.

13 THE MJHL INCLUDES 13 TEAMS DEEPLY CONNECTED TO THE HEART OF THEIR COMMUNITIES AND SURROUNDING AREAS.

2,112,000

OVERALL FOOT TRAFFIC IN MJHL ARENAS

1,003,500

WEBSITE VISITOR SESSIONS ANNUALLY

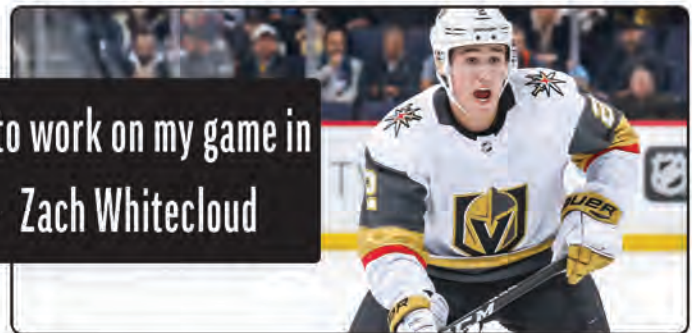
DAUPHIN KINGS
NEEPAWA NATIVES
NIVERVILLE NIGHTHAWKS
OCN BLIZZARD
PORTAGE TERRIERS
SELKIRK STEELERS
STEINBACH PISTONS
SWAN VALLEY STAMPEDERS
VIRDEN OIL CAPITALS
WAYWAYSEECAPPO WOLVERINES
WINKLER FLYERS
WINNIPEG BLUES
WINNIPEG FREEZE



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

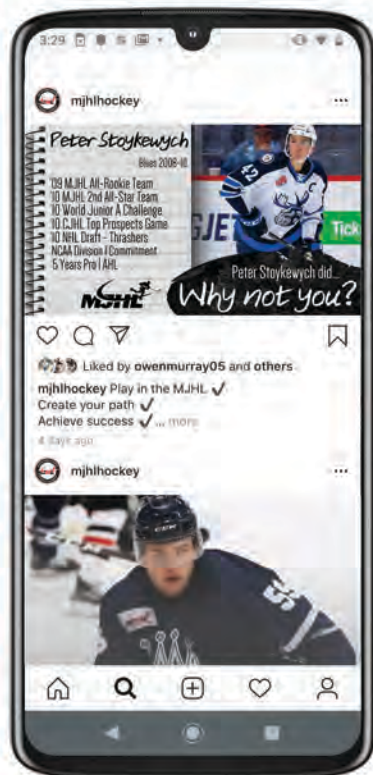
EACH SEASON THE MJHL ADVANCES AN AVERAGE OF 50 PLAYERS INTO MAJOR JUNIOR OR COLLEGE HOCKEY.

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



11,624,200

11,411



9,737,850

10,002



3,001,650

5,199



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



301,645

UNIQUE VISITORS ANNUALLY

1,206,367

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 OR OFFICIALS.



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, DIVISIONS & 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.

Erik Swar | MJHL

Director, Marketing & Partnerships

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