



# ALBERTA BUILT

## PARTNER OPPORTUNITIES

Hockey Alberta wants to work with partners who share in our vision, HOCKEY FOR LIFE. For you, sponsorship is a powerful way to spend your marketing and advertising dollars. Sponsorship tells the residents of Alberta, and beyond, that you believe in supporting growth, leadership, development, and excellence to help ensure this province's rooted hockey foundation is ALBERTA BUILT for future generations.

Your message will reach the core of Alberta's hockey community. And Hockey Alberta's stakeholders in that community - players, coaches, officials, trainers, parents - will benefit because of your commitment to be an ALBERTA BUILT partner.

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# WHO IS HOCKEY ALBERTA?

Hockey Alberta, established in 1907, is the Provincial Sport Organization responsible for the leadership, governance, administration and development of amateur hockey in Alberta.

Head Office located in Red Deer.

Regional Centres located in Lloydminster, Edmonton, Calgary and Medicine Hat.

Member Branch of Hockey Canada and active participant in setting national policy.

Trains, educates and certifies coaches, officials and parents.

Delivers player development programs from the intro to the emerging elite athlete.

Has a charitable arm - the Hockey Alberta Foundation.

The screenshot shows the Hockey Alberta website. The header includes the Hockey Alberta logo and navigation links: PLAYERS, COACHES, OFFICIALS, MEMBERS, VOLUNTEERS, PARENTS, TEAM ALBERTA, ALBERTA BUILT SKILLS, FOUNDATION, and a search bar. Below the header is a secondary navigation bar with links: MALE PROGRAM, FEMALE PROGRAM, NATIONAL ABORIGINAL HOCKEY CHAMPIONSHIPS, ALBERTA WINTER GAMES, ARCTIC WINTER GAMES, CANADA WINTER GAMES, and TRAINERS/THERAPISTS. The main content area features a large photo of hockey players in white and blue jerseys. To the right of the photo is a sidebar with a 'LOGO PLACEMENT OPPORTUNITY' section and a calendar for February 2021.

SU	MO	TU	WE	TH	FR	SA
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	1	2	3	4	5	6
7	8	9	10	11	12	13

## DIGITAL REACH



5+ million  
pageviews



13.4+ million  
annual impressions



410,000  
annual engagements

47,410  
total followers



61,925  
Newsletter subscribers

HOCKEYALBERTA.CA

The screenshot shows the Hockey Alberta Instagram profile. The bio includes the Hockey Alberta logo, the name 'Hockey Alberta', and the description 'Official Instagram account for Hockey Alberta, the governing body for amateur hockey in the province. #AlbertaBuilt'. It also shows the website 'hockeyalberta.ca' and a list of accounts followed. The grid of posts includes various images of hockey players, coaches, and promotional content, such as a 'SENIOR AND JUNIOR HOCKEY UPDATE' post and a '\$35 OFF ANNUAL MEMBERSHIP' post.



# SPRING SHOWCASE

APRIL 27 - MAY 15  
GARY W. HARRIS ARENA  
RED DEER

**3 EVENTS**  
**12 DAYS**  
**46 GAMES**  
**400 ATHLETES**  
**100'S OF VOLUNTEERS**  
**1000'S OF FANS**  
**3 CHAMPIONS**



The Spring Showcase is a combination of the Alberta Cup (Top 120 - U16 male athletes), Alberta Challenge (Top 120 - U16 female athletes) and the Prospects Cup (Top 160 - U13 male athletes).

Each event will run Thursday - Sunday on three consecutive weeks starting April 27 through May 15.

Package prices below include ALL 3 EVENTS.

## **GOLD PARTNER - \$5K - 4 AVAILABLE**

- 20 passes
- 1 Rinkboard
- 2 Floor decals (logo placement)
- 2 pull up signage (logo placement)
- Program cover (logo placement)
- Full page ad in programs
- Website (logo placement)
- Social media mention - prior to, during and post event
- 1 PSA per game
- Game Day Sponsor - 1 Day/event
  - Includes social media recognition for games that day
  - Streaming recognition - Logo and verbal for all games that day
  - Set up booth/display onsite

## **SILVER PARTNER - \$2.5K - 4 AVAILABLE**

- 10 passes
- 2 pull up signage (logo placement)
- Full page ad in programs
- Website (logo placement)
- Social media mention - prior to, during and post event

## **OPTIONAL ADD ONS (for Premier or Silver Partners):**

- Logo on event jerseys (Alberta Challenge or Prospects) - \$2000
- Logo on volunteer apparel (Cup, Challenge & Prospects) - \$1000

## **BRONZE PARTNER - \$1K - 10 AVAILABLE**

- 5 passes
- Half page ad in programs
- Website (logo placement)

## **PROGRAM AD - \$500 - 12 AVAILABLE**

- 2 passes
- 1/4 page ad in programs

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**CUSTOM OPPORTUNITIES AVAILABLE, CONTACT**  
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