

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.



DIGITAL REACH

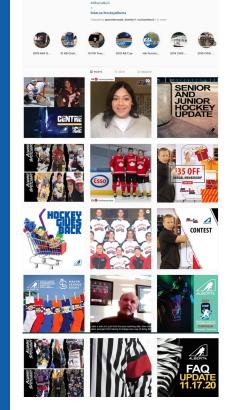
5+ million pageviews



410,000 annual engagements

47,410 total followers

61,925 Newsletter subscribers





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

CUSTOM OPPORTUNITIES AVAILABLE, CONTACT DANIELLE KRAICHY - 403-896-0908

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