



CAMROSE KODIAKS SPONSORSHIP PACKAGE

25/26 SEASON

CITY OF CHAMPIONS

6X SOUTH DIVISION CHAMPIONS

5X DOYLE CUP CHAMPIONS

5X AJHL LEAGUE CHAMPIONS

1X NATIONAL CHAMPIONS



STRONG PARTNERSHIPS CREATE GREAT COMMUNITIES

BEHIND EVERY CHAMPIONSHIP TEAM IS A STRONG COMMUNITY AND BEHIND EVERY STRONG COMMUNITY ARE BUSINESSES AND INDIVIDUALS WHO CARE. WHEN YOU PARTNER WITH THE KODIAKS, YOU'RE NOT JUST SPONSORING A HOCKEY TEAM — YOU'RE INVESTING IN A TRADITION OF EXCELLENCE, YOUTH DEVELOPMENT, AND COMMUNITY PRIDE. TOGETHER, WE'RE BUILDING SOMETHING GREATER THAN THE GAME.

FAN **ENGAGEMENT** ACROSS ALL PLATFORMS

**SOCIAL MEDIA PROVIDES SPONSORS THE OPPORTUNITY TO REACH
FANS FASTER, AT A HIGHER FREQUENCY AND IN HIGHER
NUMBERS THAN EVER BEFORE**

3,802



3,500

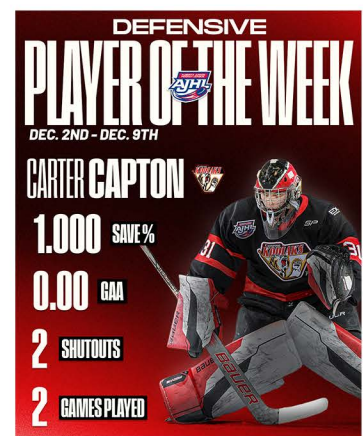
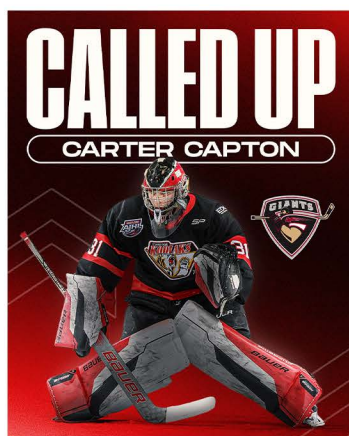


6,076



COMBINED FOLLOWERS: 13,378

372.6K VIEWS & 12.6K INTERACTIONS PER MONTH ACROSS ALL PLATFORMS





CAMROSE RECREATION CENTRE

THE CAMROSE RECREATION CENTRE IS ONE OF THE BUSIEST AND MOST VIBRANT FACILITIES IN CENTRAL ALBERTA. HOME TO THE CAMROSE KODIAKS, AUGUSTANA VIKINGS, MINOR HOCKEY, FIGURE SKATING, AND HOCKEY TOURNAMENTS, THE ARENA SEES HUNDRED OF THOUSANDS OF VISITORS EACH YEAR. MAJOR EVENTS LIKE PROFESSIONAL BULL RIDING (PBR) AND REGIONAL SHOWCASES FURTHER AMPLIFY TRAFFIC. DAILY, THE WALKING TRACK ATTRACTS DOZENS OF RESIDENTS SEEKING FITNESS AND WELLNESS IN A SAFE, ACCESSIBLE SPACE.

SPONSORING THE KODIAKS MEANS VISIBILITY FAR BEYOND GAME NIGHTS. YOUR BRAND WILL BE SHOWCASED IN A HIGH-TRAFFIC VENUE TO A DIVERSE, ENGAGED AUDIENCE—MAKING IT A SMART, COMMUNITY-DRIVEN INVESTMENT.



RINK SIGNAGE

IN-ICE LOGOS

IN-ICE LOGO HAVE BECOME ONE OF THE PREMIERE AREAS OF ADVERTISING, PROVIDING HIGH EXPOSURE FROM SPECTATORS IN PERSON AND THROUGH THE BROADCAST ALL SEASON LONG.

ONE LOGO - \$3500

FREE PRODUCTION WITH MINIMUM TWO YEAR COMMITMENT



RINKBOARDS

AN ADVERTISING STAPLE OF HOCKEY, RINKBOARDS SERVE AS ONE OF THE MOST VISIBLE MEDIUMS WITH YOUR BOARD BEING VIEWED BY SPECTATORS IN-PERSON AS WELL AS THROUGH BROADCAST AND NEWSPAPER COVERAGE. RINKBOARDS ARE ALSO VISIBLE DURING ALL ICE RENTALS, INCLUDING MINOR HOCKEY, POWER SKATING, ETC.

ONE RINKBOARD - \$2000

TWO RINKBOARDS - \$3000

FREE PRODUCTION WITH MINIMUM TWO YEAR COMMITMENT



MAIN CONCOURSE LIGHTED SIGN

MAIN CONCOURSE LIGHTED SIGNS ARE ONE OF THE MOST NOTICEABLE ADVERTISEMENTS IN THE CAMROSE RECREATION CENTRE. THESE SIGNS ARE VISIBLE DURING ALL ICE RENTALS ASWELL AS TO LANE WALKERS.

ONE SIGN - \$2500

FREE PRODUCTION WITH MINIMUM TWO YEAR COMMITMENT



SCORECLOCK PANEL

SCORECLOCK PANELS ARE THE FIRST THING PEOPLE SEE WHEN THEY WALK INSIDE IN THE CAMROSE RECREATION CENTRE. THESE SIGNS ARE VISIBLE EVERYTIME A PERSON CHECKS THE SCORE/HOW MUCH TIME IS LEFT IN THE GAME.

ONE PANEL - \$2000

FREE PRODUCTION WITH MINIMUM TWO YEAR COMMITMENT





EQUIPMENT SPONSORS

SHOULDER PATCH

SHOULDER PATCHES ARE PUT ON EVERY PLAYERS JERSEY BOTH HOME & AWAY. THESE CAN BE SEEN DURING THE BROADCAST, THROUGH SPECTATORS AT THE RINK OR IN PICTURES FROM THE GAME ACCROSS SOCIAL MEDIA.

ONE SHOULDER - \$3000

FREE PRODUCTION WITH MINIMUM TWO YEAR COMMITMENT
WORN FOR 25 OF THE 27 GAMES + PLAYOFFS
TWO SHOULDERS AVAILABLE



PANT SHELL LOGO

PANT SHELL PATCHES ARE PUT ON EVERY PLAYERS PANTS THROUGHOUT THE ENTIRE SEASON. THESE CAN BE SEEN DURING THE BROADCAST, THROUGH SPECTATORS AT THE RINK OR IN PICTURES FROM THE GAME ACCROSS SOCIAL MEDIA.

ONE LOGO - \$2500

FREE PRODUCTION WITH MINIMUM TWO YEAR COMMITMENT

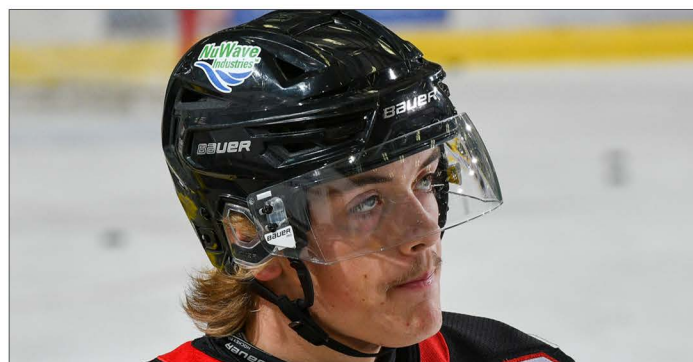


HELMET STICKER

HELMET STICKERS ARE PUT ON EVERY PLAYERS HELMETS THROUGHOUT THE ENTIRE SEASON. THESE CAN BE SEEN DURING THE BROADCAST, THROUGH SPECTATORS AT THE RINK OR IN PICTURES FROM THE GAME ACCROSS SOCIAL MEDIA.

ONE LOGO - \$4000

FREE PRODUCTION WITH MINIMUM TWO YEAR COMMITMENT





NAMING RIGHTS

BEARS DEN

BECOME THE FACE AND NAME OF THE BEARS DEN. THIS IS A PLACE FOR FANS TO DRINK AND WATCH OUT OF TOWN HOCKEY DURING KODIAK GAMES. UNLIMITED SIGNAGE OPPORTUNITY OUTSIDE OR INSIDE OF THE BEARS DEN.

NAMING RIGHTS - \$10,000

MINIMUM TWO YEAR COMMITMENT



STUDENT SECTION

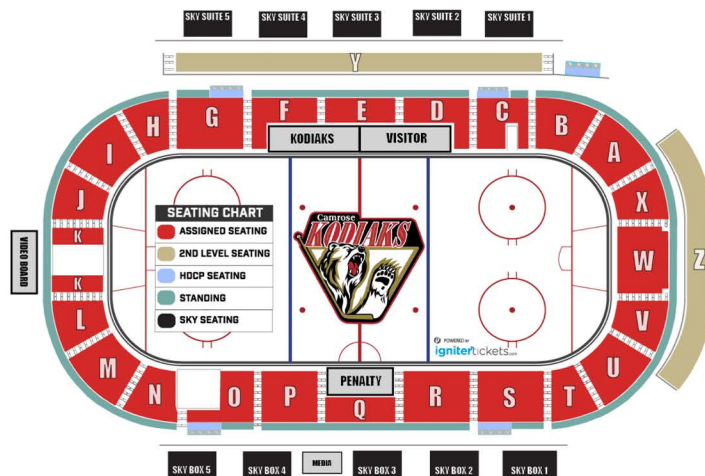
GET YOUR BRANDING IN ONE SECTION OF THE ARENA. THIS SECTION WILL BE BRINGING THE NOISE EVERY NIGHT. BRANDING WILL BE INCLUDED ON THE WEBSITE, SOCIAL MEDIA AND MENTIONS THROUGHOUT THE PLAYOFFS OF A ROWDY "YOUR BUSINESS NAME" STUDENT SECTION!

NAMING RIGHTS - \$3500

MINIMUM TWO YEAR COMMITMENT

ENCANA ARENA

CAMROSE, AB



FAMILY PACK

OWN THE NAMING RIGHTS TO OUR EXCLUSIVE FAMILY PACK. THIS PACK INCLUDES 2 ADULTS AND 3 CHILDREN FOR ONLY \$35. YOUR BRANDING WILL BE INCLUDED ALL OVER THE WEBSITE AS WELL AS ON SOCIAL MEDIA.

NAMING RIGHTS - \$2500

MINIMUM TWO YEAR COMMITMENT

BIRTHDAY PACK

OWN THE NAMING RIGHTS TO OUR EXCLUSIVE BIRTHDAY PACK. THIS PACK INCLUDES 18 TICKETS IN SECTION Z FOR ONLY \$200. YOUR BRANDING WILL BE INCLUDED ALL OVER THE WEBSITE AS WELL AS ON SOCIAL MEDIA.

NAMING RIGHTS - \$2500

MINIMUM TWO YEAR COMMITMENT



GAME NIGHT / ONLINE CONTENT

REPLAY SPONSOR

ATTACH YOUR BRAND TO EVERY KEY MOMENT THAT FANS RELIVE — GOALS, SAVES, AND BIG HITS. THESE REPLAYS INCLUDE VIEWS FROM OUR MAIN CAM, 2ND CAM, AND OVERHEAD CAMS.

PRICE - \$3,000

PLAYS OF THE WEEK

WEEKLY HIGHLIGHTS FEATURING YOUR LOGO ON EVERY VIDEO. THESE SHOWCASE THE TOP PLAYS FROM THE KODIAKS GAMES AT HOME AND ON THE ROAD WEEKLY.

PRICE - \$2500

HIGHLIGHT OF THE NIGHT

SHOWCASE YOUR BRAND ON CUSTOM CONTENT THAT DRIVES ENGAGEMENT ACROSS PLATFORMS. THIS SPONSORSHIP INCLUDES THE MOST EXCITING PLAY FROM EACH KODIAKS GAME. FROM A NICE GOAL, TO A BIG SAVE OR HIT, YOUR BRAND GETS TO ASSOCIATE WITH GREATNESS.

PRICE - \$2500

CONNECTION OF THE WEEK

SHOWCASE YOUR BRAND ON CUSTOM CONTENT THAT DRIVES ENGAGEMENT ACROSS PLATFORMS. THIS SPONSORSHIP SHOWCASES THE ASSIST OR ASSISTS OF THE WEEK.

PRICE - \$2500

LAST MINUTE OF PLAY

BRANDED ANNOUNCEMENTS THAT BECOME PART OF THE GAME'S RHYTHM. THE PA ANNOUNCER WILL ANNOUNCE YOUR BRAND DURING THE LAST MINUTE OF PLAY DURING EVERY KODIAKS HOME GAME.

PRICE - \$2500

FIRST PUCK OUT OF PLAY

BRANDED ANNOUNCEMENT DURING OUR FIRST PUCK OUT OF PLAY. THIS SPONSORSHIP CAN INCLUDE COUPONS TO GIVE OUT WHEN THEY BRING THE PUCK TO THE 50/50 TABLE.

PRICE - \$2500



PRINT

PROGRAM SPONSOR

DISTRIBUTED TO FANS EVERY HOME GAME. WE AVERAGE 100 PROGRAMS GIVEN OUT EVERY GAME. WE ENCOURAGE YOU TO HAVE COUPONS THAT BRING ENGAGEMENT TO YOUR BUSINESS.

ONE SPOT - \$800

OPPORTUNITY TO CHANGE AD MONTHLY

STAIR DECALS

ADVERTISE WHERE FANS WALK—YOUR MESSAGE AT THEIR FEET THROUGHOUT THE GAME.

ONE SET OF STAIRS - \$2500

FREE PRODUCTION WITH MINIMUM TWO YEAR COMMITMENT

HOCKEY CARDS

BRANDED KEEPSAKES THAT KIDS AND COLLECTORS LOVE.

FRONT LOGO - \$2000

BACK LOGO - \$1000

MAGNET CALENDAR

A HOUSEHOLD ITEM FANS USE ALL SEASON LONG. APPROXIMATELY 1000 CALENDARS GIVEN OUT DURING THE SEASON.

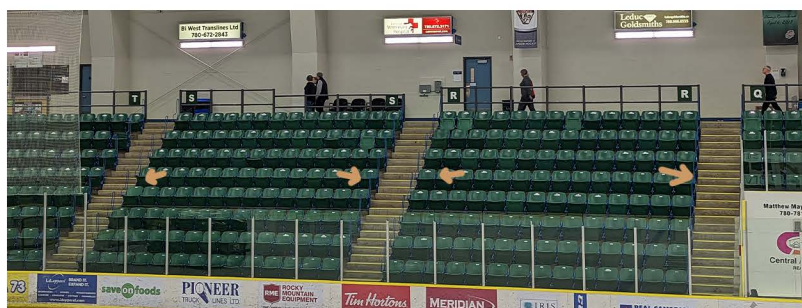
PRICE - \$1000

FREE PRODUCTION

GAME TICKET LOGO

WHETHER ITS ONLINE OR IN THE PALM OF FANS HANDS EVERY TICKET PURCHASED CARRIES YOUR BRAND.

PRICE - \$3000



FRONT



BACK



2 SPOT AVAILABLE





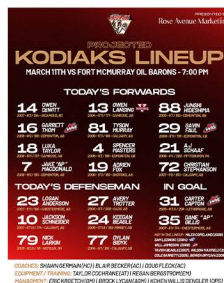
SOCIAL MEDIA

LINEUP SPONSOR

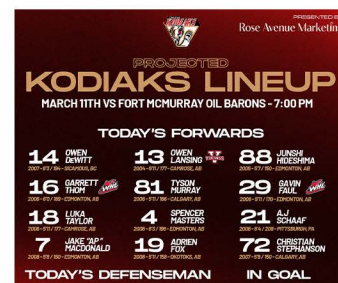
SEEN BY FANS BEFORE EVERY GAME—RELIABLE AND RECURRING REACH.

ONE SPOT - \$1250

TAG INCLUDED



LOGO
HERE

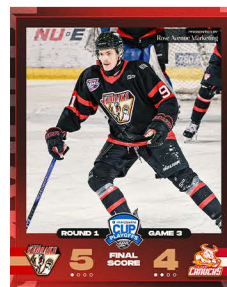


FINAL SCORE

YOUR LOGO WRAPS UP EVERY GAME WITH THE FINAL RESULTS AND STATS.

ONE SPOT - \$1250

TAG INCLUDED



ALUMNI POSTS

ALIGN YOUR BRAND WITH THE SUCCESS STORIES OF KODIAKS WHO'VE GONE ON TO THE NEXT LEVEL.

ONE SPOT - \$1000

TAG INCLUDED



PLAYER TO WATCH

YOUR LOGO HIGHLIGHTS THE PLAYER TO WATCH BEFORE EVERY GAME.

ONE SPOT - \$1000

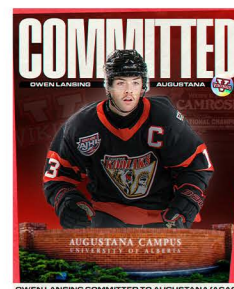
TAG INCLUDED



COMMITMENT SPONSOR

CELEBRATE PLAYER ACHIEVEMENTS WHILE HIGHLIGHTING YOUR BUSINESS. HAVE YOUR LOGO ON EVERY PLAYER ADVANCEMENT POST.

PRICE - \$500





KODIAKS TICKETS

SKYBOX

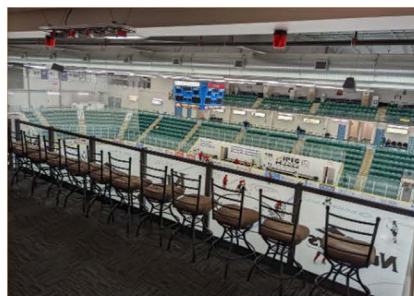
ENJOY PREMIUM SEATING WITH FOOD & BEVERAGE OPTIONS, PRIVATE HOSTING SPACE, AND PLAYOFF ACCESS. PERFECT FOR CLIENT ENTERTAINMENT, STAFF REWARDS, OR FAMILY FUN.

FULL SEASON - \$10,600

HALF SEASON - \$5300

1/3 SEASON - \$3600

INCLUDES 18 TICKETS PER GAME | DOES NOT INCLUDE RETRO NIGHT GAME



SEMI-PRIVATE SKY SUITE

ENJOY PREMIUM SEATING WITH FOOD & BEVERAGE OPTIONS, SEMI-PRIVATE HOSTING SPACE, AND PLAYOFF ACCESS. PERFECT FOR CLIENT ENTERTAINMENT, STAFF REWARDS, OR FAMILY FUN.

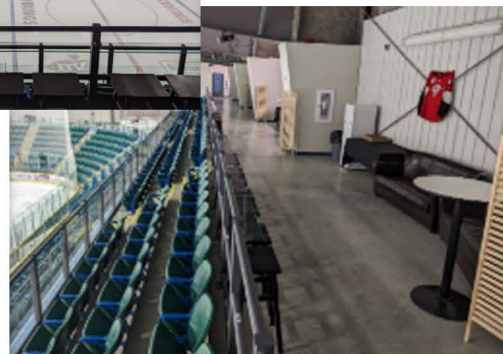
FULL SEASON - \$6000

HALF SEASON - \$3000

5 GAME PACK - \$1200

ONE GAME - \$300

INCLUDES 18 TICKETS PER GAME | DOES NOT INCLUDE RETRO NIGHT GAME



BUSINESS TICKETS

ENJOY FOUR TICKETS ANYWHERE IN THE BUILDING TO EVERY KODIAKS HOME GAME AT A HEAVILY DISCOUNTED PRICE.

FOUR TICKETS - \$1000

PLAYOFF PRICING SEPERATE





COMMUNITY

CHUCK-A-PUCK

BRANDED INTERMISSION FUN WITH STRONG FAN PARTICIPATION. MULTIPLE PA ANNOUNCEMENT THROUGHOUT THE GAME TO BUY CHUCK A PUCK. PUCK TOSS HAPPENS DURING 2ND INTERMISSION.

PRICE - \$2500

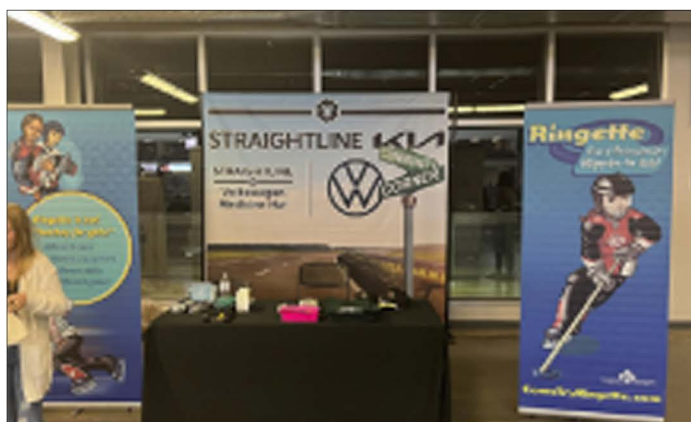


COMMUNITY CORNER

THIS GAME NIGHT COMPONENT PROVIDES CHARITIES AND NON-PROFITS AN OPPORTUNITY TO PROMOTE THEIR PROGRAMS. THE SPONSOR OF THIS SECTION WILL RECEIVE BANNER PLACEMENT AND NAME MENTIONS THROUGHOUT THE GAME AS THE GAMEDAY HOST PROMOTES THE ACTIVITIES OF COMMUNITY CORNER THROUGHOUT THE GAME ON THE VIDEO SCORE BOARD.

PRICE - \$3000

FREE PRODUCTION WITH MINIMUM TWO YEAR COMMITMENT



JUNIOR KODIAK OF THE GAME

SPONSOR A HEARTWARMING TRADITION THAT CELEBRATES THE NEXT GENERATION OF KODIAKS FANS. THIS SPONSORSHIP INCLUDES 2 PA ANNOUNCEMENTS PER GAME AND 1 VIDEOBOARD SHOUTOUT.

PRICE - \$2000



GOALS FOR KIDS

SUPPORT YOUTH SPORT INITIATIVES—EVERY GOAL SCORED MEANS MORE SUPPORT FOR A LOCAL CHARITY OF YOUR CHOOSING. A FEEL-GOOD WAY TO BOOST YOUR BRAND'S COMMUNITY IMPACT.

ONE SPOT - \$2500

TWO SPOTS AVAILABLE





OTHER SPONSORSHIPS

GAMEDAY SPONSOR

- 500 50/50 TICKETS INCLUDED (POTENTIAL TO RECOUP INVESTMENT)
- UNLIMITED GAME TICKETS FOR STAFF, CLIENTS, OR GIVEAWAYS
- ON-SITE CONCOURSE ACTIVATION TO CONNECT WITH FANS
- LOGO PLACEMENT ON ALL PLAYOFF PROMOTIONAL MATERIALS (SOCIAL MEDIA, NEWSLETTERS, ETC.)
- PUBLIC ADDRESS RECOGNITION AT LEAST FOUR TIMES DURING THE GAME, PLUS LOCAL RADIO MENTIONS
- VIDEO BOARD/BROADCASTING EXPOSURE THROUGHOUT THE GAME
- EARNED MEDIA MENTIONS AS THE PRESENTING SPONSOR FOR THE GAME

NON-THEMED GAME - \$1000

THEMED GAME - \$1250 OPTIONS: PINK IN THE RINK / THEME OF YOUR CHOOSING

JERSEY NIGHT - \$3000 OPTIONS: RETRO NIGHT / TEDDY BEAR TOSS



INDIVIDUAL JERSEY SPONSOR

BE PART OF A UNIQUE AND HIGHLY PERSONAL SPONSORSHIP OPPORTUNITY—YOUR BUSINESS WILL BE PAIRED WITH A SPECIFIC KODIAKS PLAYER/NUMBER OF YOUR CHOOSING FOR THE ENTIRE SEASON.

AS A JERSEY SPONSOR, YOUR COMPANY'S LOGO WILL BE DISPLAYED ON THE BACK OF THAT PLAYER'S GAME-WORN JERSEY, SEEN BY FANS IN THE STANDS, MEDIA COVERAGE, PHOTOS, AND ON SOCIAL MEDIA THROUGHOUT THE SEASON.

IN ADDITION, THERE WILL BE A CUSTOM PLAYER POSTER FEATURING YOUR LOGO, WHICH WILL BE PROUDLY DISPLAYED INSIDE THE CAMROSE RECREATION CENTRE, GIVING YOUR BUSINESS A HIGH-PROFILE PRESENCE IN ONE OF THE BUSIEST PUBLIC SPACES IN THE COMMUNITY.

ONE PLAYER - \$1000

LOGO NOT INCLUDED DURING JERSEY THEMED NIGHTS





GOLF TOURNAMENT

GOLF TOURNAMENT

FRIDAY - JUNE 13TH, 2025

SILVER CREEK GOLF COURSE & RV RESORT

TITLE SPONSOR - \$2,000

NAMING RIGHTS FOR THE TOURNAMENT: 'KODIAKS & BRUINS GOLF TOURNAMENT PRESENTED BY [SPONSOR]'. INCLUDES LOGO PLACEMENT ON ALL PROMOTIONAL MATERIALS, WEBSITE, SOCIAL MEDIA, AND EVENT SIGNAGE. COMES WITH FOUR COMPLIMENTARY GOLF ENTRIES.

BUSINESS RATE - \$1,000

INCLUDES A TEAM OF FOUR TO THE GOLF TOURNAMENT + A HOLE SPONSORSHIP (INFO LISTED BELOW).

DRINK HOLE SPONSOR - \$600

SIGNAGE AT ONE OF THE 18 TEE BOXES WITH THE OPTION TO HOST A BOOTH OR TABLE FOR GIVEAWAYS OR PROMOTIONS. GREAT VISIBILITY FOR LOCAL BUSINESSES LOOKING TO ENGAGE DIRECTLY WITH ATTENDEES. MUST SUPPLY PERSON WITH PROSERVE TO MAN THE HOLE. (ALCOHOL TO BE PROVIDED BY THE KODIAKS)

HOLE SPONSOR - \$200

SIGNAGE AT ONE OF THE 18 TEE BOXES WITH THE OPTION TO HOST A BOOTH OR TABLE FOR GIVEAWAYS OR PROMOTIONS. GREAT VISIBILITY FOR LOCAL BUSINESSES LOOKING TO ENGAGE DIRECTLY WITH ATTENDEES.



KODIAKS & BRUINS

— 2025 GOLF TOURNAMENT —

JUNE 13

FRIDAY | 2025

**SILVER CREEK GOLF COURSE
& RV RESORT**

45314 AB-21, New Norway, AB
(20 Minutes from Camrose)

\$200

Per Player
(Minimum Two Players)

\$800

Foursome / Team

\$1000

Business Rate

Hole Signage Provided
Includes Team of 4 plus a Hole Sponsorship

8:00 AM REGISTRATION **9:00 AM** SHOTGUN

4-PERSON SCRAMBLE **MEAL & PRIZES FOLLOWING GOLF**

Putting Contest, Food & Drink Holes, Hole in One Prizes, and Tons of Fun

* **Camping Spots Available**

CONTACT ERIC TO REGISTER AT ERIC@CAMROSEKODIAKS.CA



**INTERESTED IN PARTNERING?
GET IN TOUCH!**

KOHEN WILLIS DENGLER

780-224-4597

KOHEN@CAMROSEKODIAKS.CA