



**2023-2024 SEASON**

# **PARTNERSHIP OPPORTUNITIES**







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## MESSAGE FROM THE HEAD COACH & GM

There was a feeling of relief when our first season ended in the spring of 2023. Not because of the way in which it ended - a four games to one series loss in the first round of the playoffs to the National Championship hosts Portage Terriers - but because it was accomplished. We did it, we created a team from scratch, put them in our colours, and trotted them onto the ice at the CRRC in front of thousands of hockey-hungry fans. Yet like that loss against Portage, there's a feeling of unfinished business. Of course, there is! Only one team wins the league championship (Steinbach), and only one can win a national title. We had leads in four of the five games, we had fantastic goaltending, we had unsung heroes, and we had breakaway opportunities in double overtime - and just like that, our first season was done.

Since then we've had the inevitable roster turnover, the most notable of which being our rookie of the year Carson Reed being drafted by the USHL's Waterloo Blackhawks - a phenomenal accomplishment and well-deserved. Other players have elected to return

home to look for the next step in their junior hockey careers. This is normal.

But we're anything but normal. When I came here a year and a half ago, I was determined to find different ways of doing things. We found players far and wide who committed to us and it to a season we'll all remember forever.

And now we want more. We want to become one of the preeminent destinations for junior hockey players in Canada and the Northern United States. Among our primary recruiting tools are our progressive culture and our deafening (and often intimidating) fan support. Players see how loud and full our crowds are and they want to come here. And we want to win here. There are no promises in hockey other than our own work ethic, our process, and our passion for improvement. Our desire to reach for new heights.

**KELVIN CECH** *General Manager/Head Coach*

# SPONSORSHIP OPPORTUNITIES

## ELITE NIGHTHAWKS | \$15,000/season

- 6 season tickets
- 3 PA announcements at every regular season game
- Logo on the Hockey TV broadcast
- 1/2 page ad in the Niverville Citizen for your business, The Citizen will also do an article about your business, concept, event, etc.
- Business logo in game day program
- 1 table to the 2023 Annual Banquet
- 1 foursome in the 2023 Golf Tournament with hole sponsorship
- 1 authentic customized Niverville Nighthawks jersey
- Gala cocktail hour sponsorship
- Website sponsorship
- Ceremonial puck drop at one home game

## PREMIUM NIGHTHAWKS | \$10,000/season

- 6 season tickets
- Business logo on the front of game day program
- 3 PA announcements at every regular season game
- Logo on the Hockey TV broadcast
- 1/3 page ad in the Niverville Citizen for your business, The Citizen will also do an article about your business, concept, event, etc.
- Business logo in game day program
- Business logo on sponsor page of the Niverville Nighthawks website with a link to your business' website
- 4 tickets to the 2023 Annual Banquet
- 1 foursome in the 2023 Golf Tournament
- 1 Authentic Customized Niverville Nighthawks Jersey
- Gala photography sponsor
- Social media sponsorship package (choice)

## CAPTAIN | \$5,000/season

- 4 season tickets
- 2 annual banquet tickets
- 3 PA announcements at every regular season game
- Logo on the Hockey TV broadcast
- 1/4 page ad in the Niverville Citizen for your business, The Citizen will also do an article about your business, concept, event, etc.
- Business name in the game day program
- Business logo on sponsor page of the Niverville Nighthawks website with a link to your business' website
- Niverville Nighthawks golf shirt

## HAT TRICK | \$3,000/season

- 2 season tickets
- 2 PA announcements at every regular season game
- Logo on the Hockey TV broadcast
- Business name in the game day program
- Business name on partner page of the Niverville Nighthawks website with a link to your business' website
- Niverville Nighthawks paraphernalia

## SLAPSHOT | \$2,000/season

- 2 season tickets
- 1 PA announcement at every regular season game
- Logo on the Hockey TV broadcast
- Business name in the game day program
- Business name on partner page of the Niverville Nighthawks website with a link to your business' website
- Niverville Nighthawks paraphernalia

## FRIEND OF THE NIVERVILLE NIGHTHAWKS \$500/season

- Business name in the game day program
- Business name on the partner page of the Niverville Nighthawks website with link to your business' website
- Logo on sponsorship banner

## MEDIA SPONSOR \$5,000.00/Season

- 4 season tickets
- Social media package
- Table at awards banquet
- Gala press backdrop with logo
- Games and camps (what)
- Co-sponsor of pocket schedules
- Right to use official media sponsor of the Niverville Nighthawks





## GAME DAY OPTIONS

### REGULAR SEASON GAME

**\$1000-\$2000/game**

- 40 game day tickets
- Multi-purpose room overlooking the rink with option to host your guests with food and beverage options
- Business logo in the game day program
- 3 PA announcements exclusive to your business during the game
- Opportunity to have your business logo highlighted on Hockey TV
- Opportunity for signage at the front of the arena and in the arena lobby, and the option to have your signage displayed on digital board in arena
- Table space in the arena
- Recognition prior to the game on the Niverville Nighthawks Instagram, Twitter and Facebook
- Opportunity to participate/customize unique game day contest
- Opportunity for in-stand giveaways

### GOAL SPONSOR

**\$2,500.00**

- 2 season tickets
- PA announcement with every Nighthawks goal
- Business logo on website

### POWER PLAY PARTNER

**\$3,500/season**

- 2 season tickets
- PA announcement recognizing your business before every Niverville Nighthawks Power Play
- Unique Power Play graphic on the Hockey TV broadcast
- Business name on partner page of the Niverville Nighthawks website with link to business's website

### PENALTY KILL PARTNER

**\$3,500/season**

- 2 season tickets
- PA announcement recognizing your business before every Niverville Nighthawks Penalty Kill
- Unique Penalty Kill graphic on the Hockey TV broadcast
- Business name on partner page of the Niverville Nighthawks website with link to business's website

### THREE STARS OF THE GAME

**\$3,000/season**

- 2 season tickets
- Exclusive PA recognition in the third period and at the end of the game when promoting and presenting the game's Three Stars
- Recognition on Twitter and Instagram at the end of the game alongside the Three Stars
- Signage on the three Stars board in arena lobby
- Your logo on the pucks provided to fans at the end of the game by the Three Stars.
- Business name on partner page of the Niverville Nighthawks website with link to business' website
- Business name on the year end trophy awarded to the player who led the team in the Three Star selections
- Present trophy at awards ceremony on behalf of your company

### 7th SKATER ON THE ICE

**\$2,500/season**

- 2 season tickets
- PA announcement recognizing your business along with the minor hockey player who skates out onto the ice immediately before our players
- Business logo will be prominently displayed on the back of the minor hockey players jersey and on the Hockey TV broadcast during the pre-game ceremony.
- Business name on partner Page of the Niverville Nighthawks website with link to business' website

### ANTHEM SPONSOR

**\$2,000.00/2 year contract**

- 2 season tickets
- PA announcement introducing the singer
- Branding on carpet
- Logo on website
- Logo on Hockey TV broadcast

### GAME DAY INFO BANNERS

**\$1,200.00**

- 2 season tickets
- Logo on information banners located strategically throughout the arena



### STARTING LINEUPS

**\$2,000.00/Season**

- 2 season tickets
- PA announcement for starting lineups
- Logo on website
- Logo on Hockey TV

### LOCAL YOUTH ICE SPORTS INTERMISSION

**\$2,500/season**

- 2 season tickets
- Jerseys with your business logo used by local youth ice sports players during the intermission
- PA announcements recognizing your business before and during the intermission game
- Minimum of 10 games throughout the season
- Business name on partner page of the Niverville Nighthawks website with link to your business' website

### LINEUP/ROSTER CHANGES

**\$1,000.00**

- 6 game day tickets
- PA announcement when there is a change.

### OPENING FACEOFF

**\$1,000.00**

- 6 game day tickets
- PA announcement during opening faceoff.

### LAST MINUTE OF PLAY

**\$2,500/season**

- 2 season tickets
- PA announcement recognizing your business at the last minute of play of every period with an exclusive graphic that features your business name on the Hockey TV broadcast
- Business name on partner page of the Niverville Nighthawks website with link to your business' website

### OUT OF TOWN SCOREBOARD

**\$2,500/season**

- 2 season tickets
- PA announcement recognizing your business alongside the out of town scoreboard every period
- Business name on the partner page of the Niverville Nighthawks website with link to your business' website

### BIRTHDAY SHOUTOUT SPONSOR

**\$3,000/season**

- 2 season tickets
- 2 PA announcements at every regular season and playoff game where your business will be recognized as the Birthday Shoutout Sponsor
- Logo the Hockey TV broadcast
- Business name on partner page of the Niverville Nighthawks website with link to business' website
- Recognition as part of the Nighthawks Birthday Parties

### REFEREE ANNOUNCEMENT

**\$1,000.00**

- 6 game day tickets
- PA announcement when referee's come onto ice.





## TICKETS

### SEASON TICKET ADVERTISING

**\$3,500/season**

- 2 season tickets
- Recognition on exhibition, regular season and playoff tickets
- Business name on partner page of the Niverville Nighthawks website with link to your business' website

### GENERAL ADMISSION TICKETS

**\$2,500/season**

- 2 season tickets
- Recognition on the back of all of our exhibition, regular season and playoff tickets printed online and at our games
- Business logo on partner page of the Niverville Nighthawks website with link to your business' website

## EQUIPMENT ADVERTISING

### WHITE JERSEY SPONSOR

**\$3,000/season**

- 2 season tickets
- Business logo printed on the back of the white jerseys.  
\*Each set is worn at home for half of the season and on the road for the other half

### DARK JERSEY SPONSOR

**\$3,000/season**

- 2 season tickets
- Business logo printed on the back of the dark jerseys.  
\*Each set is worn at home for half of the season and on the road for the other half

### SPECIAL JERSEYS

**\$3,000.00**

- 10 game day tickets
- Business logo printed on the back side of special jerseys.

### PLAYER AND COACH TRACK SUIT SPONSOR

**\$2,000.00/Season**

- 2 Season tickets
- Name and logo on track suits
- Recognition multiple times per season on social media platforms showing off the track suits on athletes and coaches and highlighting the business sponsor.

### GAME PUCKS

**\$3,000.00**

- 10 game day tickets
- Your logo on one side of the game day pucks.

## CONTESTS

### 50/50 SPONSOR

**\$4,000/season**

- 2 season tickets
- Logo on 50/50 volunteer jackets
- PA Announcements any time 50/50 is discussed
- Logo printed on material promoting 50/50

### 2<sup>ND</sup> PERIOD INTERMISSION SHOOT TO WIN

**\$2,500/season (plus prizing)**

- 2 season tickets
- 2 PA announcements during the game promoting the Shoot-to-Win
- Business name on partner page of the Niverville Nighthawks website with link to your business' website









## GET IN THE GAME

### PLAYS OF THE WEEK SPONSOR

Posted on Social Media and Website

**\$1,000.00/Season**

- 6 Game Day Tickets
- Business logo and promotion each week on all teams social media platforms
- Business logo on video showing Plays of the Week.

### GAME RE-CAP SPONSOR

Posted on Social Media and Website

**\$1,000.00/Season**

- 6 Game Day Tickets
- Business logo and promotion each week on all teams social media platforms
- Business logo on video showing Plays of the Week.

### WEEKLY ONLINE PLAYER PROFILE SPONSOR

Posted on Social Media and Website

**\$1,000.00/Season**

- 6 Game Day Tickets
- Business logo and promotion each week on all teams social media platforms
- Business logo on video showing Plays of the Week.

### HARDEST WORKING PLAYER SPONSOR

Posted on Social Media and Website

**\$1,000.00/Season**

- 6 Game Day Tickets
- Business logo and promotion each week on all teams social media platforms
- Business logo on video showing Plays of the Week.

### AWARDS SPONSOR

**\$1,000/season**

- 2 season tickets
- Trophy bearing the name of your company to be displayed in the arena's trophy case
- Award presented at the team's year end awards.
- Business name on partner page of the Nighthawks website with a link to your business' website
- Recognition on Facebook, Twitter, Instagram and on the Nighthawks website at the end of the year



## MAKE YOUR MARK

### WALLPAPER WEDNESDAY

**\$1,000.00/Season**

- Social media wallpaper for phones with a cool image and sponsor logo

### FLOOR MATS

**\$750.00**

- 10 Available
- Placed strategically throughout the arena

### HOCKEY CARDS

**\$1,000.00/Front \$600/Back**

- Created after December 1
- Name and/or logo on front - 1 available
- Name and/or logo on back - 3 available

### FRIDGE MAGNETS

**\$4,000.00**

- Game day package on fridge magnet night (what does this mean)
- Table set up and hand out magnets to promote business
- Logo on fridge magnet

### BANNER

**\$2,000.00/Season**

- 2 season tickets
- Large banner hanging in strategic places on game day

### POCKET SCHEDULE SPONSOR

**\$750.00/Season**

- 10 game day tickets
- Logo printed on schedule
- 2000 printed
- 6 available

### PRESS BOX HOME & VISITOR

**\$2,500.00**

- 2 season tickets
- Mention on broadcast (which)

## BEHIND THE SCENES

### BILLET SPONSOR

**\$1,000/camp**

- Logo on billet sponsorship media
- Billet spotlights on social media
- 6 game day tickets
- Annual BBQ sponsor

### ADOPT A SCHOOL SPONSOR

**\$2,500/season**

The Adopt a School Program rewards students who excel in various aspects of academics, sports, and projects. Your business will be recognized inside your adopted school, on our video screen during game days and on our website with our team sponsors. Your business' adopted school will receive 8 season tickets on your behalf.

### VOLUNTEER SPONSOR

**\$2,500**

- 2 season tickets
- Logo on volunteer jackets
- Social media shoutouts for volunteer of the game
- PA announcement at \_\_\_\_ game
- Logo on Hockey TV broadcast
- Awards banquet recognition
- Logo will be on any printed material recognizing winner (what winner)
- Sponsor can pay up to \$500 in gift cards





## GOLF TOURNAMENT

### GOLF TOURNAMENT TITLE SPONSOR

**\$3,500**

- Tournament naming rights
- 4 golfers and exclusive hole sponsorship with larger signage
- Banners at course entrance and in the club house
- Several mentions throughout the day recognizing your business as the title sponsor
- Business logo on all tournament promotion material (print, signage, radio etc.)

### SLAP SHOT | \$500

- Hole sponsorship with signage

### BREAKAWAY | \$1,100

- 4 golfers and exclusive hole sponsorship with signage

### PUTTING CONTEST | \$500

### GOLF CARTS (ALL) | \$2,000

- 4 golfers and signage on all the golf power carts

### GOLF BALLS | \$2,500

- 4 golfers along with your business logo printed alongside the Nighthawks logo on a sleeve of balls given to each player

### GOLF TOWELS | \$3,000

- 4 golfers along with your company logo printed alongside the Nighthawks logo on towels given to each player

### INDIVIDUAL | \$175

### TEAM | \$700



## SPECIAL EVENTS

### FALL/SPRING CAMP SPONSOR

\$2,500/camp

- Business name with all media releases
- On ice team named after your business
- Email/hand out a coupon from your business strongly encouraging to all players and parents who attend our camp to go to your business
- Social Media package
- Friend of the Nighthawks package



### CANCER CARE GAME SPONSOR

\$2,000/season

- Business logo on the shoulders of all the custom-made jerseys
- Jerseys will be auctioned off to fans at the end of the game with proceeds going to cancer research
- Business name used in Niverville Nighthawks promotion on Twitter, Facebook, Instagram and the Nighthawks website
- Includes multi-purpose room overlooking the rink with option to host your guests with food and beverage options (40 multipurpose room tickets).



### TEAM APPEARANCE

\$1,000.00

- Autograph session at your business
- Friend of the Nighthawks package



### AUTOGRAPH ALLEY

\$500.00

- PA announcement
- Logo on autograph card



### ANNUAL BANQUET ADVERTISERS:

INDIVIDUAL	\$175
WINE SPONSOR - includes a table of 8	\$2,500
SPEAKER SPONSOR - includes a table of 8	\$2,500
FOOD SPONSOR - includes a table of 8	\$2,500
TABLE (8 people)	\$1,000





## SOCIAL MEDIA

Test introducing social media section and priming reader for statistics. Highlight the new additions for this season (youtube, tiktok)



**1.2K** | Followers  
**12K** | Monthly Reach  
**144K** | Annual Reach



**2.9K** | Followers  
**9K** | Monthly Reach  
**108K** | Annual Reach



**1.9K** | Followers  
**42K** | Monthly Reach  
**504K** | Annual Reach



**1.2K** | Followers  
**17.5K** | Monthly Reach  
**210K** | Annual Reach



**COMING THIS SEASON**  
Statistics not available

## COMMUNITY ENGAGEMENT

The Nighthawks understand the sense of community and want to be deeply involved in community events within Niverville and the surrounding communities. During our inaugural season we saw the team integrate within our community for numerous initiatives. The Nighthawks participated in "I Love to Read Month" by joining classes at Niverville Elementary and Middle Schools as well as Growing Minds Daycare.

The Nighthawks became role models for Niverville by participating as Minor Hockey mentors who were paired up with teams and working with the young players of tomorrow. They also connected with members of the YFC Drop-In centre to provide tips on how to succeed at hockey.

We helped with different organizations and programs throughout the season such as time at the MCC Thrift Store, Helping Hands Food Bank, Snow Angels and a cemetery clean up.

Our players ensured they were involved with the Remembrance Day Ceremony setup and walked with our local students for the Truth and reconciliation walk.

In 2023 The Nighthawks established the Flight Crew -Students at the high school with a disability who come to the rink each day to assist with team preparations and day to day tasks.

Be sure to watch for the Nighthawks throughout the community in 2023-2024, as players

continue to volunteer their time to help contribute to these wonderful programs!



# GET IN THE GAME BECOME A LEGACY MEMBER

## OUR MISSION

The Niverville Junior A Hockey Club is a community-owned not for profit organization that is proud to represent Niverville and region. Our ultimate objective is to compete at the highest level of Junior A hockey and challenge for the RBC Centennial Cup. Our commitment as an organization is to develop a culture in which we help players attain their true potential in hockey as well as in life. Our focus is on sportsmanship, teamwork, professionalism and respect. The ownership group, coaches, staff, players, volunteers, and our corporate partners all actively contribute to the creation of an exceptional environment and sense of community pride.

## WHAT IS A LEGACY MEMBER?

A Legacy Member is a valued member of the Niverville Nighthawks team who believes that we are stronger as a community and engages to create an exceptional environment by investing in infrastructure, team operations and working capital.

## THE BENEFITS OF BECOMING A LEGACY MEMBER:

- The opportunity to secure Season Tickets prior to the general public (a maximum of 6 tickets)
- The ability to secure sponsorship opportunities before the general public/non-members
- The opportunity to secure attendance at team events prior to the general public at the Nighthawks' golf tournament, banquets, etc.
- The gift of your very own Nighthawk team puck and Legacy team hat
- Your name identified as a builder/contributor on the fundraising wall within the CRRC
- Hockey Club communication and updates
- Copies of the Nighthawks' annual team financial statements once adopted by the Board of Directors
- A tax-deductible receipt for a portion of your investment

**INVESTMENT:**  
**\$1,400**  
(\$1000 tax-deductible)

LEGACY MEMBERS WILL BE PERMITTED THE OPTION TO FINANCE THEIR MEMBERSHIP FEES OVER A TERM OF 15 MONTHS AT \$100 / MONTH. \$100 FINANCING FEE IS RETAINED BY THE NIGHTHAWKS ORGANIZATION.



## WHY PARTNER WITH US?

In just one season, we have managed to capture the attention of thousands of social media followers and have successfully sold 21,000 tickets! Not to mention, we made an exciting playoff appearance that had our fans on the edge of their seats.

We will work with you to create a customized partnership that will benefit your business and ensure that your marketing objectives are achieved. We provide a direct connection to our passionate fans who are looking to support those who support the Niverville Nighthawks.

## MISSION STATEMENT

The Niverville Junior A Hockey Club is a community-owned not for profit organization that is proud to represent Niverville and region. Our ultimate objective is to compete at the highest level of Junior A hockey and challenge for the RBC Centennial Cup.

Our commitment as an organization is to develop a culture in which we help players attain their true potential in hockey as well as in life. Our focus is on sportsmanship, teamwork, professionalism and respect. The ownership group, coaches, staff, players, volunteers, and our corporate partners all actively contribute to the creation of an exceptional environment and sense of community pride.



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