



**2024-2025 SEASON**

# **PARTNERSHIP OPPORTUNITIES**



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## MESSAGE FROM THE PRESIDENT

It is with great pride that I announce our remarkable achievement of reaching the playoffs for the second consecutive year since the inception of our franchise. We can confidently say that we have never missed the playoffs in our history, a testament to the hard work, determination, and talent of our incredible team. Helping us get there in season 2 were the 17,000+ fans creating an incredible level of energy for our team to thrive.

I am thrilled to share the introduction of The Kettle, a raised gathering area in the arena that provides our fans with a wonderful vantage point to enjoy the game while fostering a shared love of the nighthawks. This unique addition has enhanced the overall fan experience.

We were honored to host a successful second-year gala with the presence of former NHL player Ray Neufeld. His presence and shared insights added an extra layer of inspiration to our celebration, making it a night to remember.

Furthermore, our first-year golf tournament was a resounding success, bringing together members of our community for a fun-filled day of friendly competition and camaraderie.

We proudly witnessed three members of the Nighthawks represent Team Canada West and bring home the gold in the 2023 World

Junior A Hockey Challenge. Their exceptional skills and dedication shone brightly, showcasing the talent that thrives within our organization.

With 116 games played and two playoff appearances under our belt, we enter our third season with great excitement and anticipation. It is with immense pride that we see many of our talented players committing to renowned colleges and universities across North America, laying the foundation for successful futures both on and off the ice.

In conclusion, I extend my deepest gratitude to our sponsors who have contributed to the success and growth of the Niverville Nighthawks. Your unwavering support, dedication, and passion are the driving forces behind our achievements. Together, we have built a strong and united community that celebrates the spirit of hockey.

Here's to an extraordinary season three filled with thrilling moments, unforgettable memories, and continued success.

Yours sincerely,

**CLARE BRAUN**  
*President, Niverville Nighthawks MJHL Hockey Team*

## 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 2022 Annual Banquet
- 1 foursome in the 2022 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 2022 Annual Banquet
- 1 foursome in the 2022 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
- Press backdrop at Annual Banquet
- Press backdrop at games and camps
- 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 specialty 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.

### 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

## CONTESTS

### 50/50 SPONSOR

\$750/season

- 10 game day tickets
- Logo on 50/50 volunteer jackets
- PA Announcements any time 50/50 is discussed
- Logo printed on material promoting 50/50
- Minimum of 4 sponsors required





## 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.

### 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.

### 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.

### 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

### 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.

## 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 MAGNET SCHEDULE

**\$750.00/season**

- 10 game day tickets
- Logo on magnet
- Minimum of 6 sponsors required

### 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
- Minimum of 6 sponsors required

### HOME PRESS BOX SPONSOR

**\$2,500.00**

- 2 season tickets
- Business name will be promoted on each Home Hockey TV broadcast by our announcer
- 1 PA announcement at each game
- Logo on 3 social media posts about the broadcasting team
- Logo on broadcasting equipment
- Logo and branding around the broadcast booth

## BEHIND THE SCENES

### BILLET SPONSOR

**\$2,500/season**

- 2 season tickets
- Logo on billet sponsorship media
- Billet spotlights on social media
- Annual BBQ sponsor
- Logo on Hockey TV
- Logo on website

### 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 28 games
- Logo on Hockey TV broadcast
- Awards banquet recognition
- Logo on any materials recognizing volunteer of the game
- 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 the 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)	\$1,400





# 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.

## SOCIAL MEDIA

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

### FOLLOWERS: 5,445

1,591

3,854

### IMPRESSIONS: 2,290,000

575,000

1,720,000

### POST INTERACTIONS: 125,000

65,000

59,000

## COMMUNITY ENGAGEMENT

The Niverville Nighthawks are deeply committed to community involvement and making a positive difference in the lives of those around us.

One of our key initiatives were nights dedicated to supporting our community including Cancer Care, Remembrance Day and Mental Health awareness games.

As part of our commitment to environmental sustainability, we partnered with the "Recycle Everywhere" program. Through this partnership, we aimed to create a greener and more sustainable community.

Community engagement and giving back are also reflected in our involvement in programs such as Snow Angels and I Love to Read. Through Snow Angels, our team members actively participate in clearing snow from the driveways and walkways of community members that require assistance during the winter months. The "I Love to Read" program sees our players visiting local schools to encourage a love for reading among children.

Supporting education is another important aspect of our community involvement. We are proud to have supported the Niverville High School SAFE Grad program by donating a portion of ticket sales for their celebration.

Furthermore, we actively engage in fundraising activities to support local charities. One of our initiatives involved selling Smile cookies, with the proceeds going to the Helping Hands Food Bank.

Lastly, during intermission at our games, we showcase and celebrate local sports teams. This provides an opportunity for these teams to gain exposure and recognition within our community, fostering a sense of unity and support for local athletics.

## 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 two seasons, we have managed to capture the attention of thousands of social media followers and have successfully sold over 35,000 tickets! Not to mention, we have made 2 exciting playoff appearances 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.



[marketing@mjhlighthawks.ca](mailto:marketing@mjhlighthawks.ca)

P.O. Box 335 - 501 Centre Street, Niverville, MB R0A 1E0