



Kings

POWELL RIVER

2023-24 SPONSORSHIP PACKAGE



GAME NIGHTS

A Powell River Kings game night is one of the most sought-after promotions in Powell River, because all night the attention is on YOU! Whether you want to engage our audience before the game by throwing a tailgate party, or during the intermission through an entertaining contest, the Kings can tailor a game night package just for you!

An effective, engaging and well-promoted game night can have a huge impact in not only attendance but the benefits our sponsor businesses receive in the weeks and months that follow.

Be seen in the community in a positive light through Powell River Kings game nights.

Game Night Sponsorship

Be the major sponsor for a Kings game night and own the show! All game night sponsors receive social media promotion, game tickets, plus a program and a video board ad.

Free admission for youth - \$1500

Be the title sponsor of a game night that will allow kids to receive free admission

Theme Night - Cost Variable

Be the title sponsor of a theme night at the Hap. Must provide prizes and/or giveaway items

In Game Sponsorship Opportunities

Include your message/branding during the game.

Public Address Announcements - \$750

Includes Video Board Graphic

Mid Period Timeout - \$525

On-ice giveaway during the mid-period timeout

Intermission Game - \$650

Provide a prize for an on ice intermission game

ARENA ADVERTISING

The Powell River Kings are able to provide your business with prime visibility, not only during Kings games, but year round and at almost every event held at the Hap Parker Arena. Whether you display your message at ice level on the rink boards, or in the mezzanine, you're guaranteed 12 months of prime positioning at one of the most high traffic areas in Powell River.

Rink Boards

Your logo and message in the most visible area of the Hap

Full Size Rink Board - \$1,335*

Dimensions: 96" x 36"

Half Size Rink Board - \$675*

Dimensions: 48" x 36"

Arena Signage

Your logo and message positioned in the Hap Parker Arena

Players bench or penalty box - \$1825*

(Dimensions: 96" x 18")

Stair Signs - \$765*

Minimum of two stair wells

Backlit Sign - \$1825 *3 year contract*

Video wall end of arena

(Dimensions: 60" x 60")

Mezzanine Sign - \$1,335*

Signage facing the ice sheet

(Dimensions: 96" x 36")

Railing Signs - \$1250*

Your logo displayed along the railings of the standing sections

(Dimensions: 92" x 24")

Glass Decals - \$700*

Your logo displayed on the glass behind the nets

Above Arena Seats or Press Box - \$1,030*

Video Board

Ad displayed on our LED video board during home games

30 Second Commercial - \$2,100*

15 Second Commercial - \$1,325*

Single Image - \$500

*Sponsorship opportunity subject to production costs

IN-ICE LOGOS

In-ice logos provide high visibility for all Kings games, Powell River Minor Hockey and any ice-related events at the Hap Parker Arena through the year.

Each logo is printed on a banner mesh material and positioned in the ice at the beginning of the season. This means that your logo will not only be highly visible through the entire year, but also last for multiple seasons as well.

- 1 Center Ice Circle - \$5,000***
Your business name around the center ice logo
- 2 Neutral Zone Logo - \$1,785***
Your logo in the neutral zone.
- Offensive Zones**
 - 3 Centre of the zone below blue line (Larger Logo) - \$2000***
 - 4 Boardside by faceoff circles (Smaller Logo) - \$1575***
- 5 Faceoff Circles - \$1,000/pair***
Your logo displayed inside the offensive zone face off circles. Sold as pair.
- 6 Along Blue Line - \$2,900/pair***
Your logo stretched across the neutral zone side of the blue line. Sold as a pair.
- 7 Endzone - \$2,000/per***
Your logo across the ice behind the goal line.

*Sponsorship opportunity subject to production costs



BE THE ROAR!

**YOUR SUPPORT HELPS DEVELOP THE
HOCKEY GREATS OF TOMORROW
RIGHT HERE IN POWELL RIVER!**

SPECIALTY ITEMS

Whether you want your name on a Kings jersey, the back of the helmet, or on almost every fridge in Powell River, the Kings can accommodate with our range of specialty sponsorship opportunities.

These branding options are highly effective in showcasing your support of the Powell River Kings, with each option featuring high visibility at Kings games around the province and in the community of Powell River.

Player Uniforms

Your business name on the Kings jerseys and equipment

Bottom of Jersey Advertisement - \$1,125*
Both green and white jerseys

Jersey Patch - \$1,575*
Your logo as a patch on both green and white jerseys

Special Jersey - \$4,000*
Your name or logo on a custom jersey set.

Helmet Decal - \$525*
Your logo on every players helmet

Community Media

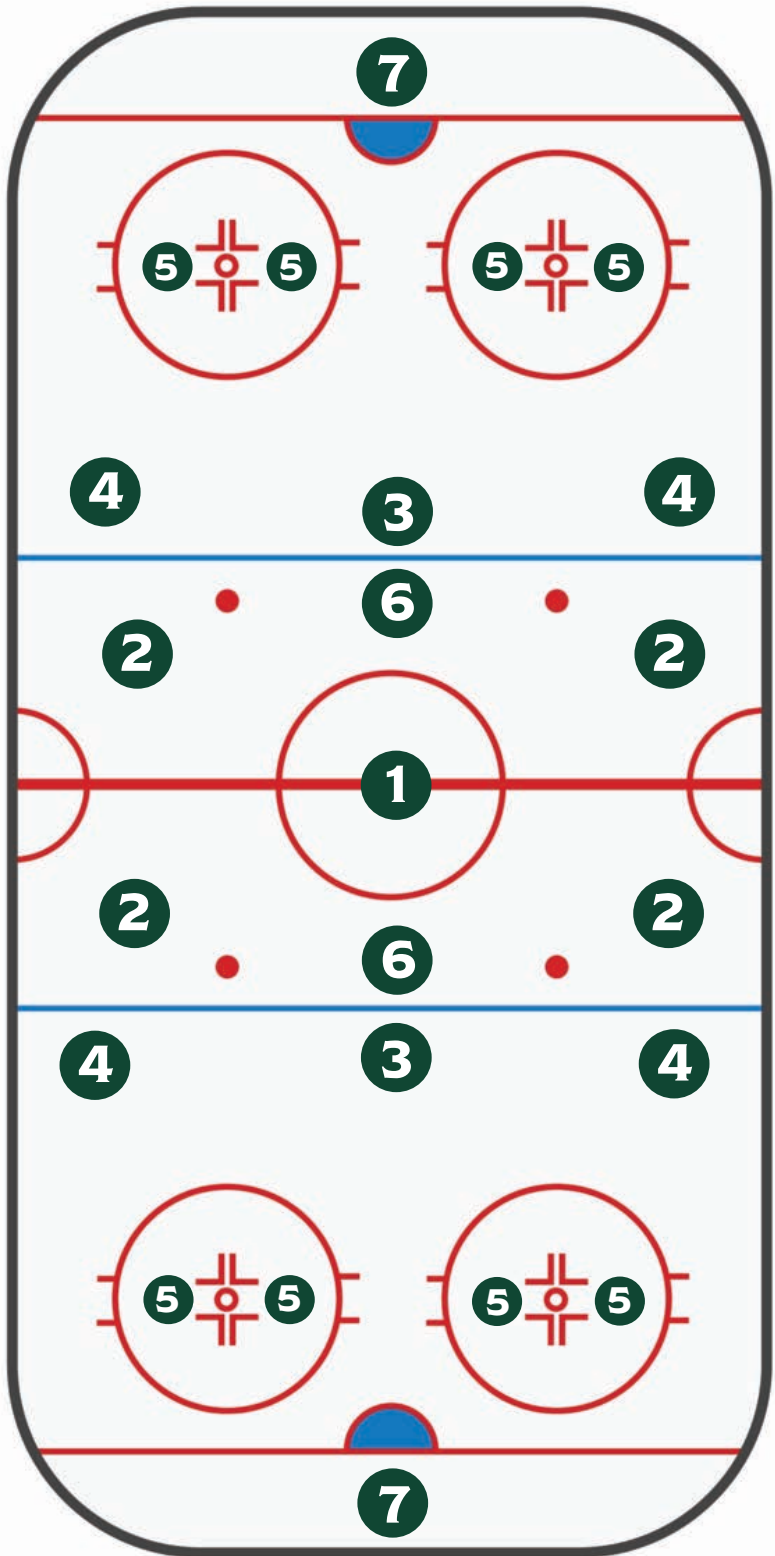
Back of Game Ticket - \$1,925
Your logo and message/coupon on the reverse side of every Kings ticket sold

Fridge Magnet Schedule - \$1,325
Only FOUR spaces available

Pocket Schedule - \$645
Business card size foldable season schedule

Bus Signage - \$1,265*
Your logo featured on the Kings bus

*Sponsorship opportunity subject to production costs



DIGITAL MEDIA

The Kings boast one of the largest and most engaged social and digital media networks in Powell River. With a combined, direct reach of over 10,000 people, the Kings are able to quickly and effectively deliver messages to a large percentage of the qathet Regional District population and beyond through our social media platforms and our broadcasts.

Game Recap - \$525

Your name mentioned post game recap on broadcast, and written game recap on our website plus your logo will be used on the game summary social media graphic

Game Highlights - \$800

Title sponsor of game highlights. This includes full highlight packs and single highlights posted on or social media channels

Intermission Score Graphic - \$850

Your logo displayed on the intermission score graphic that is posted on our social media channels. Business is also mentioned on period recaps on the broadcast

This Week Graphic - \$650

A Weekly graphic that is posted to our social media previewing the upcoming games for the week.

Audio Commercials - \$1150

Commercials played during media timeouts and intermissions on our game broadcasts. *Commercial production costs are not included*

GAME EVENTS

Anything can happen during a Kings game, and you can be at the forefront of it. Game events are a quick and easy way to promote your brand and be part of the game.

Major Events

These events occur multiple times during the game, and offer up to three methods to get your name out to the fans.

Kings Goal - \$1,575
VB/P.A.

Powerplay - \$1,575
VB/P.A./Broadcast

Penalty Kill - \$1,575
VB/P.A./Broadcast

Instant Replay - \$2,500
VB/Broadcast

Icing - \$1575
VB/Broadcast

Offside - \$1575
VB/Broadcast

Premium Events

Our premium offerings may only occur once per game, however they generate high visibility.

Starting Lineup - \$1,625

Referees - \$750

Final Score - \$1,625

Scratches - \$750

Crowd Involvers - \$1,525

Opening Faceoff - \$750

GAME DAY PROGRAM

Game Day is the Kings official program. This full-colour publication features all the latest news, stats and information on the Kings. A new edition is printed every home game weekend and is available for \$3.

Game Day is one of the most high visibility options the Kings offer with over 1,000 purchased throughout the season.

Game Day is ideal for small businesses to reach a large audience at an affordable investment, while making a big impact.

Corporate Advertisements

Your message in full colour featured in the Game Day Program.

Full Page - \$840

Half Page - \$525

Quarter Page - \$365

Horizontal Banner - \$225

Content Sponsorship - \$750

Ex. Team Roster, tale of the tape,
and coaches message



For more information on how you can promote your business with the Powell River Kings, or to discuss other unique opportunities, contact Charlie Black.

Phone: 778-232-8204

Email: charlie@powellriverkings.com

All pricing is subject to GST. (5%)

All pricing is for entire season including playoffs, billed annually.



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BORN TO BE KINGS
