

GAME DAY OPPORTUNITIES

Free admission for Youth (6-12) - \$1500
Sponsor to receive 160 tickets

Public Address announcements - \$900
with video board Graphic.

Content Sponsorship

Game Recap (Home and Away) - \$600
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 - \$900
Title sponsor of game highlights. This includes full highlight packs of all games and single highlights posted on or social media channels

Mid Period Timeout Giveaway - \$600

Jersey Lower Back Bar - \$1500
Your company name at the lower back of player's home and away jersey's

Intermission Score Graphic - \$975
Your logo displayed on the intermission score graphic which is posted to social media

This Week Graphic - \$775
A weekly graphic that is posted to our social media previewing the upcoming games

Audio Commercials - \$1250
Commercials played during media timeouts and intermission on our game broadcasts during home and away games

MAJOR AND PREMIUM EVENTS

Anything can happen at the Kings games. Your business can be at the forefront of it. Game events are quick and easy way to promote your brand.

Major Events

Events happening multiple times during games

Announcing Kings Goal - \$1700
On Video Board and mention on broadcast

Penalty Kill - \$1700
Video Board Graphic plus mention of business during P.A. announcement during home games and on broadcasts for ALL games.

Power Play - \$1700
Video Board Graphic plus mention of business during P.A. announcement during home games and on broadcasts for ALL games.

Premium Events

Premium events occur just once during the game but they generate high visibility.

Starting Lineup - \$1700
P.A. announcement plus mention on Social Media

Final Score - \$1700

Referees - \$900
P.A. announcement plus mention on broadcast

Opening Faceoff - \$900
Video Board Graphic plus mention on broadcast

Scratches - \$900
Video Board Graphic plus mention on broadcast

BRAND REACH

Facebook
Twitter
Instagram
TV
Radio
Print
Web

PRINT ADVERTISING

Program

Your message in full colour featured in Gameday Program.

Back Cover - \$1300
Inside Cover - \$1000
Full Page - \$1000
Half Page - \$600
Quarter Page - \$450
Horizontal Banner - \$400

Pocket Schedule

2000 full colour schedules printed and distributed to fans during games and around the community.

Full Panel - \$1000
Half Panel - \$600

Magnetic Schedule

1200 full colour magnets are distributed to fans during games and to customers at businesses around the community.

Full Panel - \$1200
Half Panel - \$650

Back of Ticket \$2280

Your logo and message/coupon on the reverse side of every Kings ticket sold

Bus Signage \$1500

Your logo featured on the back of the Kings bus

FEATURE PLAYER AND READ PROGRAM

Have your company logo on every Player Poster to be signed by Kings Players and given away to fans at the end of all King's home games. This Corporate package consists of the 7th player of the game, the read program, and game day tickets.

26 Home games plus any playoffs - \$3000

FLYER HANDOUTS

Have your promotional materials handed out to all fans attending the game. Great for promotional advertising giveaways & coupons for your business

1 Game - \$600
2 Games - \$1100
3 Games (if available) - \$1400

2025-26 TICKET PRICES

Purchase online at tickets.powellriverkings.com

Season Pass

Adult - \$399
Youth (13-17) - \$220
Child (6-12) - \$130
Family Pass - \$798

Walk up Price

Adult - \$20
Youth (13-17) - \$15
Child (6-12) - \$10
Family Pass - \$45

*Family Pass - 2 Adults + 2 Kids



CORPORATE PARTNERSHIPS 2025-26 SEASON

The Powell River Kings (Kings) are a Junior Ice Hockey team based in Powell River. We are one of 21 member teams of the British Columbia Hockey League (BCHL) that develops and advances players to collegiate and professional hockey ranks. The Kings Franchise was established in 1988. During this time the Hap Parker Arena has received many upgrades, such as heating, scoreboard clock, seating and concessions improvements. Some of the upgraded were paid by the Kings Organization. The Kings have a loyal fan base that stretches through out the qathet Region and Texada Island. The economic and social benefits the Kings bring to our region has been well documented. On annual basis, hundreds of thousands of dollars are spent by the Kings and visiting teams alike.

NEW CHALLENGES:

One of the many challenges the Powell River Kings (the "Kings") will be facing in the 2025-26 BCHL season is the continuing focus of the league on increasing the hockey and business operations standards of all BCHL franchises. These standards include a minimum of 600 paid season tickets annually, corporate advertising revenues of \$250,000 or more, and requirements for certain business operations staffing positions with appropriate salary rates. We are hopeful that the fan base will increase and with the support of the Business Community, the Kings will be able to meet the many challenges and have success on and off the ice. GO KINGS GO! GO KINGS GO!

POWELL RIVER KINGS JUNIOR HOCKEY CLUB

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powellriverkings



BCHLKings



bchlkings

IN-ARENA ADVERTISING

Hap Parker Arena is the focal point of the City of Powell River attracting thousands of people to all major and minor events held there. The Powell River Kings are happy to provide your business this prime visibility location. Below are many of the choices of signage. We hope there is one that is right for your advertising budget.

Full Size Rink Board - \$1600*
Dimensions: 96" x 36"

Half Size Rink Board - \$800*
Dimensions: 48" x 36"

Player Bench - \$2300*
Dimensions: 1ft 6" x 24ft

Upper Mezzanine - \$1600*
Dimensions: 96" x 36"

Penalty Box - \$1200*
Dimensions: 1ft 6" x 8ft

Penalty Box (Both) - \$2300*

Lit Sign near video wall - \$2800*

Back Lit Signs - \$2200*

Railing Logo Display - \$1450*

North Wall (Section F) - \$1600*

Doors - \$500*
Players Bench and Penalty Box

Rink Passage Sign - \$1200*

Pillars Signage - \$1500*

Broadcast Booth - \$1100*
Dimensions: 2ft x 8ft

Stair Riser - \$1100*
2 Stairwell minimum

Signage Above Seats - \$1100 each*

End Glass Panels (2) - \$900*

WHAT WE OFFER:

Both Small Business and Large Corporations through the qathet Region play a vital role in the success of our hockey club.

Becoming a Kings Corporate Partner offers substantial benefits:

Brand exposure to target markets in a highly visible area, locally with large audience and internationally through out-of-town broadcasts.

Opportunities to set you a part from competitors through our large LED screen.

A place to entertain clients to develop and strengthen your relationships.

BECOME A PARTNER:

We are committed to working with you and your business to develop a successful corporate sponsorship. Our goal is to build your brand, awareness and attract customers to your business. All sponsorship packages are customized to meet your goals and objectives. We look forward to renew the corporate packages with all of our past valued corporate partners and welcome all new Kings Corporate Partners.

PARTNERSHIP GUIDE:

In this partnership guide, you will see a many different sponsorship options. We hope that you will find the right one for your business. As mentioned, the Kings are facing many challenges, none more important than engaging our community in supporting the Kings. If we are successful in increasing revenues to meet our goals, and have better success on the ice, the Kings will have a brighter future moving forward.

ON-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.

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|---|--|
| 1 Neutral Zone - \$1950* | 2 Offensive Zone (Large) - \$2160*
Center below blueline |
| 3 Side Boards - \$1700* | 4 Faceoff Circles (Pair) - \$1200* |
| 5 Along Blue Line (Pair) - \$3200* | 6 Endzone Behind Net (Large) - \$2200* each |

*See Ice Surface Map for locations

VIDEO BOARD

Ads displayed on our LED Video Board during Games

30 second commercial - \$2200 15 second commercial - \$1300

Single Image - \$800

*Sponsorship opportunity subject to production costs

HAP PARKER ARENA ICE SURFACE MAP

