



SPONSORSHIP RATES PACKAGE

2023.24

WWW.WHITECOURTWOLVERINES.CA

contact:
sales@ajhlwolverines.com



TABLE OF CONTENTS

- **PAGES 3** **ABOUT THE WOLVERINES**
- **PAGE 4** **RATES PACKAGE**
- **PAGES 5-8** **ADVERTISING OPPORTUNITIES**
- **PAGE 9** **FUNDRAISING OPPORTUNITIES**
- **PAGE 10** **RADIO ADVERTISING**
- **PAGE 11** **GOLF TOURNAMENT**
- **PAGE 12** **EDUCATION**
- **PAGE 13** **COMMUNITY INVOLVEMENT**
- **PAGE 14** **SOCIAL MEDIA**
- **PAGE 15**..... **CONTACT INFO**



ABOUT THE WOLVERINES

THE WHITECOURT WOLVERINES NAME WAS FOUNDED IN THE SUMMER OF 2007 AS THE WOLVERINES WOULD JOIN THE NWJHL (NORTH WEST JUNIOR HOCKEY LEAGUE). THE “JUNIOR B WOLVERINES” WOULD STAND TALL FROM 2007-2012 BEFORE FOLDING IN THEIR “CLAWS” FOR SOMETHING BIGGER.

THE WHITECOURT WOLVERINES (JUNIOR A FRANCHISE) WAS ESTABLISHED IN MARCH OF 2012 WITH THE RELOCATION OF THE ST. ALBERT STEEL TO WHITECOURT.

IN 2015-16 THE WOLVERINES SET A FRANCHISE RECORD WITH 42 WINS AND THE FIRST EVER PLAYOFF SWEEP OF A FRANCHISE. THE WOLVERINES WOULD FOLLOW UP ON A SUCCESSFUL 15-16 CAMPAIGN POSTING 41 WINS AND CLAIMING THE 2016-17 AJHL NORTH DIVISION TITLE BEFORE FALLING TO THE BROOKS BANDITS IN THE AJHL FINAL.

THE WOLVERINES ARE CURRENTLY LEAD BY HEAD COACH/GM SHAWN MARTIN UNDER THE OWNERSHIP OF JASON FISCHER AND CRAIG KIBBLEWHITE



Wolverines Marketing Package



Whitecourt Wolverines Sponsorship Rates Package

High Profile Wolverine Signage	COST	What does your sponsorship do?	
Large Wall Sign 8' x 16' (1 left)	\$7,800	The Wolverines are dedicated to our community and advancing our players into their next stages of their professional careers. None of this would be possible without the support of our sponsors.	
Mini Sticks Arena	\$3,000		
Rink Board (waitlist)	\$2,800		
Glass Panes (2 left)	\$1,250		
		Broadcast Live Liners	
Ice Logos	\$5,300	Saves for WMH \$1 per save	\$1
Glass Panes Around Rink	\$4,000	Player of the Game Sponsor	\$500
Press Box	\$2,800	Power Play Sponsor (in house)	\$2,500
Stairs in Arena	\$2,500	Penalty Kill Sponsor (in house)	\$2,500
Beverage Booth	\$2,500	Save of the Game sponsor (season)	\$1,500
Den Signage	\$3,000	Pregame Show Sponsor	\$1,500
Bus Logo's	\$750	Power Play Sponsor (Broadcast)	\$1,500
Own your own section	\$3,000	Penalty Kill Sponsor (Broadcast)	\$1,500
Score Clock Signage (2)	\$5,000	Post Game Summary Sponsor	\$1,500
In Game Promotions	COST	Save of the Game sponsor (season)	\$1,500
Game Day Program Sponsorship	\$1,000	Ticket Booth	\$1,000
Wolverine Tee-shirt Cannon (per)	\$50	Player Equipment Advertising	COST
Wolverines Intermission Game (per)	\$100	Player jersey patches	\$20,000
Starting Lineups	\$1,000	Player Golf Shirts	\$1,000
50/50 Sponsor	\$2,800	Player Pants	\$3,000
Radio Advertisements :15 seconds	\$500	Game Day Puck Sponsor	\$1,000
Radio Advertisements :30 seconds	\$800	Players Jackets, Bags and Helmets	\$4,300
		Autographed Player Cards	\$2,800
EMAIL: Sales@ajhlwolverines.com or call 780-394-6319 (Wyatt)		Costs do not include production or materials, Sponsorships over \$2500 include 2 season tickets	



Wolverines Marketing Package

PHYSICAL ADVERTISING



Large Wall Signs 8' x 20' - \$7800

Glass Panes 46" x 60" - \$1250

Rink Boards 88.5" x 39" \$2800

Ice Logo's (size varies) \$5300

Zamboni Signage \$1000

We offer advertising physically inside the Twin Arenas year-round which means your advertising is seen for more than just Wolverines hockey



Wolverines Marketing Package

ICE LOGO'S



Ice Logo's are available for the 2023-24 season.

Deadline to order is July 15th



Wolverines Marketing Package

RINK BOARDS



Rink Boards are displayed year-round in the Scott Safety Centre and are one of the most popular available items to sponsor. Rink boards are 88.5' x 39' and are valued at \$2800 + the cost of production.



GLASS PANES



The Scott Safety Centre is a half bowl arena and that gives the Wolverines the ability to sell the Glass panes on the far end and behind the home net. Panes are available in singular or multiple units and have a cost of \$1000 per + the price of production.



FUNDRAISING OPPORTUNITIES

FUNDRAISING OPPORTUNITY



CALLING ALL GROUPS/CLUBS/NON-PROFITS

The Wolverines want to partner with you!

Get paid to sell gameday tickets
\$5 from the sale of each ticket will be
donated to your club!

Sign Up by Contacting Wyatt @
sales@ajhlwolverines.com

Sell 100 tickets, make \$500!



Whitecourt Wolverines ticket fundraiser gives your; team, school or group a chance to raise funds for various activities throughout the year by purchasing packages for selected home games at a discounted price and allowing you to sell them at a price of your own discretion.



Wolverines Marketing Package

RADIO ADVERTISING

THE WOLVERINES HAVE PARTNERED WITH XM105FM IN WHITECOURT TO BRING YOU EVERY WOLVERINES GAME (HOME AND AWAY).

Pre/Post game sponsor
1st period sponsor
2nd period sponsor
:15 second ads
:30 second ads
Starting Lineups
Out of Town Scoreboard

Starting Goalies
3 Stars of the Game
Hit of the Game
Highlight of the Night
Save of the Game
Powerplay / Penalty kill
Updated Shot totals

Home broadcasts are simulcast on both XM105 and HockeyTV giving your business twice the exposure as just advertising exclusively on the radio



Wolverines Marketing Package

WOLVERINES GOLF TOURNAMENT

September 28th and 29th at the
Whitecourt Golf and Country Club

HOLE SPONSORSHIP AVAILABLE

TEAMS OF 4
\$1000 (\$250 PER)



THE WOLVERINES ANNUAL GOLF TOURNAMENT IS
SEPTEMBER 28TH AND 29TH AT THE WHITECOURT
GOLF AND COUNTRY CLUB TEAMS ARE \$1000
AND SPONSORSHIP INCLUDES A TEAM FOR GOLF

EDUCATION

THE WOLVERINES ARE PROUD TO HAVE MOVED OVER 50 PLAYERS AND COUNTING ONTO POST SECONDARY EDUCATIONS SINCE OUR INCEPTION IN 2012.



COMMITTED



By supporting the Wolverines you are also supporting our players ability to move on to post-secondary opportunities such as the U-Sport, NCAA and ACAC.



Wolverines Marketing Package

COMMUNITY INVOLVEMENT



The Wolverines are grateful for every opportunity we have to give back to our community.

- Street Hockey
- School Involvement
- Food drives
- Flag Bearer Program
- And so much more



Wolverines Marketing Package

SOCIAL MEDIA

- **TWITTER 4500+ FOLLOWERS, 136K IMPRESSIONS PER MONTH (OVER 1 MILLION A YEAR)**
- **INSTAGRAM 3300+ FOLLOWERS OVER 6000 ACCOUNTS REACHED PER MONTH**
- **FACEBOOK 5000 FOLLOWERS, OVER 12,000 ACCOUNTS REACHED PER MONTH**



OK TIRE 135 X \$10 = \$1350
Honestly driven. GOALS FOR MINOR HOCKEY



Wolverines Marketing Package

CONTACT

SPACES ARE AVAILABLE BUT GOING FAST.

**CONTACT WYATT ZIEGER (SALES,
MARKETING AND BROADCAST MANAGER)**

**SALES@AJHLWOLVERINE.COM OR CALL
780-394-6319 FOR MORE INFORMATION.**

