

2025-26



THUNDER BAY KINGS

SPONSORSHIP PACKAGE



ABOUT THE KINGS




The Thunder Bay Kings aim to provide a high quality hockey program offering on and off ice training, quality coaching, supports and exposure.

The Thunder Bay Kings are a not for profit organization, with home ice at the Fort William First Nations Arena in Thunder Bay, Ontario.

We are proud to members of Hockey Northwestern Ontario, Thunder Bay Minor Hockey Association, Northern Ontario Hockey League, and Great North U18AAA Hockey League.



We believe every leader of the sport has the responsibility to inspire stakeholders in an effort to deliver a positive family hockey experience. The game of hockey is a powerful platform for participants to build character, foster positive values and develop important life skills.

THUNDER BAY KINGS AAA STRATEGIC PLAN 2024-2029

 VISION	 MISSION	 VALUES
A premier AAA hockey organization developing exceptional athletes and well rounded individuals.	To provide a high quality hockey program offering on and off ice training, quality coaching, supports and exposure.	<ul style="list-style-type: none">✓ Pursuit of excellence✓ Accountability✓ Discipline✓ Leadership✓ Respect✓ Engagement

STRATEGIC PRIORITIES

1. PREMIER AAA HOCKEY ORGANIZATION
2. HIGH PERFORMANCE PROGRAM
3. COMMUNITY ENGAGEMENT AND COLLABORATION
4. FINANCIAL SUSTAINABILITY



CLUB SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$25,000

1 opportunity

- Primary logo placement on all team Jerseys, gear and apparel
- Arena recognition on electronic sponsor screens (static all screens)
- Prominent logo featured on home page of website
- Logo recognition with website link on Kings sponsorship webpage
- Monthly social media promotions
- Special acknowledgment during home games and events
- Opportunity to engage with players and families
- Availability to arrange custom recognition

TRAVEL SPONSOR \$15,000

1 opportunity

- Primary logo placement on all team travel gear and apparel
- Arena recognition on electronic sponsor screens
- Logo recognition with website link on Kings sponsorship webpage
- Travel Day social media promotions
- Special acknowledgment during home games and events
- Opportunity to engage with players and families
- Availability to arrange custom recognition
- In kind sponsorship available - air or land

HOME ICE SPONSOR \$10,000

1 opportunity

- Logo recognition associated with newly installed electronic sponsor screens
- Logo recognition in home ice dressing rooms
- Logo on Kings sponsorship webpage
- 2 Social media mention per season

DEVELOPMENT SPONSOR \$10,000

1 opportunity

- Development Session "powered by (Brand)"
- Logo recognition on gear associated with Development session (jersey, pinnies, registration site)
- Arena recognition on electronic sponsor screens
- Logo on Kings sponsorship webpage
- 2 Social media mention per season

SOCIAL MEDIA \$5,000

1 opportunity

- "In partnership with [Brand]" or "Sponsored by [Brand]" in the caption or description of all Social Media posts



TEAM SPONSORSHIP OPPORTUNITIES

SPONSOR TO SELECT TEAM - U13, U14, U15, U16, U18

TEAM \$20,000

2 year commitment (\$10,000/year)

1 opportunity per team

- Primary logo placement on all team Jerseys
- Team naming - "Company Name U13 Kings"
- Arena recognition on electronic sponsor screens
- Prominent logo on team bags and apparel
- Featured on the website and all digital media.
- Logo recognition with website link on Kings sponsorship webpage
- Monthly social media promotions
- Special acknowledgment during home games
- Opportunity to engage with players and families

PANTS \$5,000

4 opportunities per team

- Primary logo placement on team pant shells
- Arena recognition on electronic sponsor screens
- Bi-monthly social media mentions.
- Logo recognition on Kings website

HELMETS \$3,000

2 opportunities per team

- Logo placement on team helmets
- Arena recognition on electronic sponsor screens
- Logo recognition on Kings website
- Monthly social media mentions.

PRACTISE JERSEY \$2,000

4 opportunities per team

- Logo on practise jersey
- Logo on Kings sponsorship webpage
- 2 Social media mention per season

TEAM APPAREL \$1,500

2 opportunities per team

- Logo on team jackets
- Logo on Kings sponsorship webpage
- 2 Social media mention per season

WATER BOTTLE \$1,000

1 opportunity per team

- Logo on team water bottles
- Logo on Kings sponsorship webpage
- 2 Social media mention per season



PLAYER SPONSORSHIP OPPORTUNITIES

Bronze Sponsorship (\$250.00):

- Business name featured on back of King's white or black jersey
OR
- Acknowledgment on the player profile page on website

Silver Sponsorship (\$500.00):

- Business name featured on back of King's white or black jersey
OR
- Acknowledgment on the player profile page on website
- 1 social media posts/season (October to March)

Gold Sponsorship (\$1,000.00):

- Business name featured on back of King's white or black jersey
OR
- Acknowledgment on the player profile page on website
- 3 social media posts/season (October to March).
- Your website linked from our sponsors page for increased visibility.

We welcome custom sponsorship discussions.





THANK YOU

CONTACT US

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