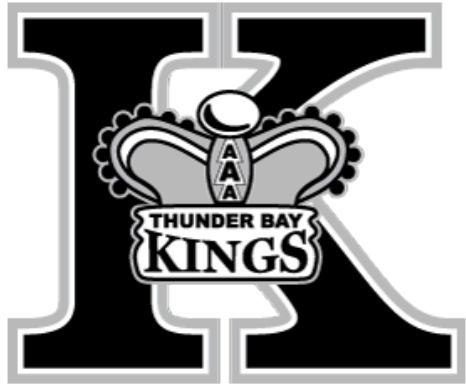


2026-27



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
A premier AAA hockey organization developing exceptional athletes and well rounded individuals.

MISSION
To provide a high quality hockey program offering on and off ice training, quality coaching, supports and exposure.

VALUES

- ✓ 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

The graphic features a purple background with a white and grey hockey puck on the left, a large stylized 'K' logo with 'THUNDER BAY KINGS' text in the center, and a small photo of hockey players in the bottom right corner. The text is in white and yellow.

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, 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





THANK YOU

CONTACT US

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