

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 hockey puck on the left and a large 'K' logo with a crown on the right. A small photo of a hockey game is visible in the bottom right corner.

SPONSORSHIP OPPORTUNITIES TEAM

sponsor selects 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"
- Prominent logo on team bags and apparel
- 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

- Logo placement on team pant shells
- Logo recognition on Kings website
- 3 social media mentions.

HELMETS \$3,000

2 opportunities per team

- Logo placement on team helmets
- Logo recognition on Kings website
- Monthly social media mentions.

PRACTISE JERSEY \$2,000

2 opportunities per team

- Logo on team 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

HYDRATION

1 opportunity

- Combination of financial and/or in-kind support will be considered
- Sponsorship details and recognition customized upon discussion

GAME DAY \$1,000

Unlimited opportunities per team

- Game Day social media post logo recognition on team social media accounts





THANK YOU

CONTACT US

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