



Bancroft Rockhounds
Advertising Packages 2023/24 Season

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Advertising Packages 2023/24 Season

Title Advertising Package

package is inclusive of the following:

Assets	Details	1 Year Term - \$5,000 HST included	2 Year Term - \$8,000 HST included
Home & Away Jerseys	- Company logo on both sets of team jerseys		
Hockey Pants (front)	- Company logo on front of team pants		
21 Game Day *inclusive of broadcast and	- All social and Broadcasted games will announce todays game brought to you by “ Company name”		
Program (home games)	- Full page ad in all home programs - Company logo and any promos or ad’s as per approved by team		
Social Media	- 25 total social posts during the season on all teams social plat- forms		
Website (Advertiser page)	- Top tiered logo on website		
Add-On			

Gold Advertising Package

package is inclusive of the following:

Assets	Details	1 Year Term - \$2,000 HST included	2 Year Term - \$3,250 HST included
Home and Away socks	- Company logo on both sets of team socks		
Hockey Pants (back)	- Company logo on back of team pants		
Program (home games)	- 3/4 ad in all home programs - Company logo and any promos or ad’s as per approved by team		
Social Media	- 15 total social posts during the season on all teams social plat- forms - handles, mentions etc.		
Website (advertiser page)	- Second tiered logo on website		
Add-On			

Silver Advertising Package

package is inclusive of the following:

Assets	Details	1 Year Term - \$1,200 HST included	2 Year Term - \$2,000 HST included
Player helmets	- Company logo on both sides of players helmets		
Hockey Pants (back or side)	- Company logo on back of team pants		
Program (home games)	- 1/2 ad in all home programs - Company logo and any promos or ad’s as per approved by team		
Website (advertiser page)	- Third tiered logo on website		
Add-On			

Sponsors can choose one added value item to add on to their package, for FREE



Advertising Packages 2023/24 Season

Bronze Advertising Package

package is inclusive of the following:

Assets	Details	1 Year Term - \$750 HST included	2 Year Term - \$1,250 HST included
Program (home games)	- 1/4 ad in all home programs - Company logo and any promos or ad's as per approved by team		
National Anthem (home games)	- National Anthem brought to you by "Company Name" - 4-5		
Website (Advertiser page)	- Fourth tiered logo on website and mentioned as teams bronze sponsor		
Add-On			

Sponsors can choose one added value item to add on to their package, for FREE

Add-ons

Advertisers can add on any of the below items to their package, in 1 or 2 year terms.

	Assets	1 Year Term - Cost HST included	2 Year Term - Cost HST included	Details
1	Penalty Kill *inclusive of broadcast and social	\$250	\$400	- 8min/per game *on average 4 mentions/per game *\$1.44 per mention
2	Power Play *inclusive of broadcast and social	\$250	\$400	- 6min/per game *on average 3 mentions/per game *\$1.85 per mention
3	Timeout *inclusive of broadcast and social	\$150	\$250	- Potentially 1-4 timeouts per game - Home team timeouts x2 - Away team timeouts x2
4	Flag Bearers (home games only)	\$525	\$950	- 21 home games
5	Player Announcements	\$250	\$400	- Social posts during the season on all teams social platforms - handles, mentions etc.
6	Website (advertiser page)	\$100-\$500	\$175-\$900	- Bottom tier visibility
7	Stars of the Game (home games)	\$25-\$525	\$23-\$950	- 21 home games - 3 stars per game
8	Charity Event(s)	\$500	\$900	- 1 to 2 opportunities - Know before you sell

Added Value

Advertisers can choose one added value item to add on to their package, for FREE.

	Assets	Details	Value (per season)	Quantity
1	Home game Tickets	- 2 tickets per home game (Silver to Bronze) -4 tickets per home game (Title to Gold)	\$420-\$840	1+
2	Home Game Business Promotion	-10 x 10 setup To be approved by team	\$250	21
3	Team at your business event	-Not entire team -Max 3-5 players as selected by team	\$250	4