



**KAM RIVER FIGHTING  
WALLEYE**

# 2020 CORPORATE ADVERTISING PACKAGE

[WWW.FIGHTINGWALLEYE.COM](http://WWW.FIGHTINGWALLEYE.COM)



## ADVERTISING OPPORTUNITIES ► MESSAGE FROM THE PRESIDENT



Blaine Carlson  
(807) 631-6463



sales@fightingwalleye.com  
www.fightingwalleye.com

### MESSAGE FROM THE PRESIDENT - DEREK GEDDES

As an organization we are very excited for our inaugural season in the SIJHL.

To all of our current Walleye sponsors and to all potential sponsors we promise to continue providing you with incredible value for your contribution. We have put together a package that we believe will give every business an option that will fit their brand.

Thank you very much for your consideration and I look forward to having your business become an integral partner in Fighting Walleye hockey.



**KAM RIVER FIGHTING  
WALLEYE**





Blaine Carlson  
(807) 631-6463



sales@fightingwalleye.com  
www.fightingwalleye.com

## ADVERTISING OPPORTUNITIES MESSAGE FROM THE GM ◀

### MESSAGE FROM THE GENERAL MANAGER - KEVIN McCALLUM

The 2020/2021 Superior International Junior Hockey League season will mark my first year as the team's General Manager. With the transition to the Canadian Junior Hockey League from Junior B, we plan to take steps in the right direction that will set us up for long term success. It is important to our organization and the surrounding communities to have your continued support. Thank you to all of our current sponsors and welcome to all of our new sponsors - We're glad to have you as a part of the Fighting Walleye!



### SPONSORSHIP BENEFITS

#### SEASON TICKETS

The Fighting Walleye want you and your clients at our home games cheering us on. One complimentary season ticket for every \$1,000 of sponsorship.

#### YEAR END BANQUET

You are a part of the Fighting Walleye and we would like you to celebrate our year with us. Two complimentary year end banquet tickets for every sponsor.

#### FIGHTING WALLEYE VOLUNTEER

DOES YOUR BUSINESS HAVE AN EVENT THAT NEEDS SOME EXTRA HELP? LET US KNOW AND WE WILL SEND SOME OF THE FIGHTING WALLEYE TO LEND A HELPING HAND!





## JOIN OUR TEAM AS AN OFFICIAL SUPPLIER

This is an opportunity for in-kind sponsors to showcase your company while connecting with the Fighting Walleye fan base from across Northwestern Ontario and the Superior International Junior Hockey League, by providing a service or product to earn the title of 'Official Supplier'.

Your in-kind partnership package will be designed to address your company's needs while ensuring your business and/or products gets the ideal promotion across Northwestern Ontario and the Superior International Junior Hockey League (SIJHL).

Partnership Benefits Include, but are not limited to:

- Advertising and promotional opportunities including social media branded content.
- Exclusivity as the Official Supplier of your product or service.
- Logo and name inclusion in multiple areas including website, newsletter, Walleye vehicle(s) and in any Fighting Walleye publications.
- Company Logo/Link Displayed on the Walleye website under SPONSORS.



***"OFFICIAL MILK SUPPLIER TO THE  
KAM RIVER FIGHTING WALLEYE"***

## SPONSORSHIP BENEFITS:



### **Engage Target Audience**

Partner with the Fighting Walleye to create and deliver a unique set of promotions. Enabling your company to directly engage its target audience within Northwestern Ontario, rural and urban communities!



### **Enhanced Brand Image**

Leverage your brand in the marketplace by launching a tailored sponsorship plan with the Fighting Walleye. Through cross-promotion your companies message can be tailored to meet your needs!



### **Strengthen Brand Loyalty**

Create a direct link between your customers/clients and the great game of hockey. With access to the more than 122,000 residents of Thunder Bay and their families to help boost your companies product/service awareness!



**KAM RIVER FIGHTING  
WALLEYE**



Blaine Carlson  
(807) 631-6463



sales@fightingwalleye.com  
www.fightingwalleye.com

## ADVERTISING OPPORTUNITIES CORPORATE SEASON TICKETS ◀

# CORPORATE SEASON TICKETS

- 28 regular season games
- Free admission to the black and orange game.
- Free admission to the exhibition game(s)
- 20% in savings off of the walk up price.
- Priority playoff seating.
- Bring a friend voucher.
- 15% discount at the team store (regular priced merchandise only).

## REASONS CORPORATE SEASON TICKETS GROW YOUR BUSINESS

- 1** Perfect for entertaining potential and/or current clients.
- 2** Reward your employees for excellent work.
- 3** Use as a promotional prize to promote your business.
- 4** Reward your loyal customers.
- 5** Offer tickets to new clients as a "Thank You".
- 6** Give back to the community by donating tickets to the less fortunate.



KAM RIVER FIGHTING  
**WALLEYE**





# ARENA SIGNAGE

## AS-1 RINK BOARD SINGLE/TWO RINKS

Classic, simple and effective advertising. Receive traffic each year with your brand standing out via a colorful rink board. Location: Fan and Live Stream side.

## AS-2 RINK BOARD DOUBLE/TWO RINKS

Classic, simple and effective advertising. Receive traffic each year with your brand standing out via 2 colorful rink boards. Location: Fan and Live Stream side.

## AS-3 WALL BOARD/ TWO RINKS (RINK 1 & 2)

Your wall board signage offers your company the opportunity to choose a variety of marketing options that will best suit your company's specific needs.

## AS-4 WALL BOARD/ TWO RINKS (RINK 1 & LOBBY)

Your wall board signage offers your company the opportunity to choose a variety of marketing options that will best suit your company's specific needs.

## AS-5 WALL BOARD/ TWO RINKS (RINK 1, 2 & LOBBY)

Your wall board signage offers your company the opportunity to choose a variety of marketing options that will best suit your company's specific needs.

## AS-6 FLOOR DECALS (CUSTOM SIZES)

Be the first thing people see when entering their section or walking the arena with a creative design that really pops! Location: Sections, concourse, bathroom entrances. Your choice.

## AS-7 IN ICE LOGO (2 LOGOS IN ICE)

Have your brand stand out where it matters the most, the ice! Locations: Neutral zone, Center ice, behind the net. Dimensions: 15 feet by 5 feet

## AS-8 RED & BLUE LINES

Place your logo on the boards at the lines. This is a great way for your business to be seen when a puck is dropped or an offside is called. Location: On the board wall.

## AS-9 FACEOFF DOTS

Your business will be seen at every puck drop and on every HockeyTV broadcast. Locations: 4 neutral zone, center ice, and each dot in the ends zones.

## AS-10 PENALTY BOX ADVERTISING

Wrap the glass behind the penalty box with your message and brand. Will be featured on HockeyTV during any close ups of any players. Location: Behind the home and away penalty boxes.

## AS-11 ZAMBONI WRAP

Wrap the Zamboni in an eye catching way that will be sure to get your company noticed.





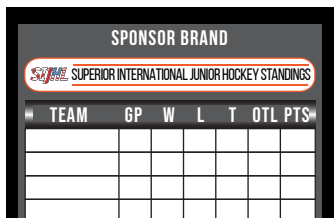
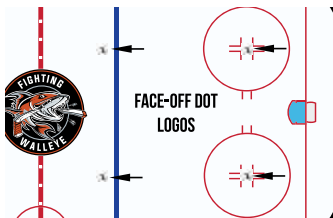
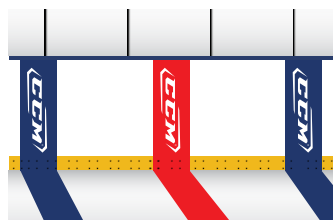


Blaine Carlson  
(807) 631-6463



sales@fightingwalleye.com  
www.fightingwalleye.com

## ADVERTISING OPPORTUNITIES ARENA SIGNAGE ◀



### AS-12 GOAL POST WRAP

Wrap your company's logo on the goal posts (2 nets). Will be seen by each home crowd and on HockeyTV during game broadcasts.

### AS-13 DOOR WRAP

Apply some colorful and creative decals to showcase your brand!

Location: Various arena exits

### AS-14 STAIRS (FULL FLIGHT - EVERY FOURTH STEP)

Terrific piece of inventory that sticks out both on HockeyTV and in person.

Location: Fronts of stairs

### AS-15 WASHROOM MINI BOARDS (MULTIPLE LOCATIONS)

Simple, cost-efficient, and effective!

Dimensions: 8.5" x 11"

Location: Bathroom Stalls and/or Urinals

### AS-16 STANDINGS BOARD

Splash your company brand on our standings board where the league standings will be recorded daily.

Location: Your logo headlining the Fighting Walleye standings.



KAM RIVER FIGHTING  
**WALLEYE**





# IN-GAME SPONSORSHIPS

## IG-1 INTERMISSION ACTIVITY

Have some fun and get the crowd engaged with creative promotions that take your brand to the next level. Give prizes away and have your company at the center of attention!

Includes PA announcement, logo on video board, and mention by the in game host. Sold in 15 game segments.

## IG-2 RALLY TOWELS

This is a fan favorite! Ask us about our special game nights for promotions.

Some of the promotions are Hockey Fights Cancer, Fan appreciation, Remembrance Day, First Responders Night.

## IG-3 DIRTIEST CAR IN THE PARKING LOT

Sponsor this fun event where at each game one car is selected and the license plate is announced with your brand making a big splash!

## IG-4 HUNGRIEST FAN OF THE GAME

When you participate in this activity you will be announced along with providing concession items to a selected fan. You will become noticed!

## IG-5 CHUCK A PUCK

Sponsor a classic game that helps raise money for non-profit groups in our community. Includes PA announcements, logo on video board and an opportunity to place your logo on the pucks.

## IG-6 TV TIME OUT

Entertain the crowd with an awesome promotion featuring giveaways or contests. Be creative! We are willing to try new ideas. Sold in 10 game increments.

## IG-7 50/50 TITLE SPONSOR

Become the newest title sponsor of our 50/50 drawing. Your brand will be associated with our drawings and the banner at the 50/50 booth.

## IG-8 TEDDY BEAR TOSS SPONSOR

Become the title sponsor of our annual Teddy Bear Toss. Your logo/brand will appear on the event banner and social media for the event. Bears will be donated to a local charity.

## IG-9 PENALTY KILL

Sponsor every single Fighting Walleye penalty kill! Includes PA announcement, mention on HockeyTV and on twitter.

## IG-10 POWER PLAY

Sponsor every single Fighting Walleye power play! Includes PA announcement, mention on HockeyTV and on twitter.

## IG-11 OUT OF TOWN SCOREBOARD

Sponsor the out-of-town scores. Includes PA, HockeyTV announcement.







Blaine Carlson  
(807) 631-6463



sales@fightingwalleye.com  
www.fightingwalleye.com

## ADVERTISING OPPORTUNITIES IN GAME SPONSORSHIP ◀

### IG-12 PLAYER BIOS

Keep fans up to date on our players home town, school status, latest stats, and previous team with your logo featured on our players bio! New item featured pre-game & warm-up.

### IG-13 CRUNCH OF THE GAME

Highlight the hit of the game with your brand! Be announced on HockeyTV and by the PA when the top CRUNCH! is selected.

### IG-14 STARTING LINE UPS

Sponsor the Fighting Walleye starting line up for the season! The lineup is introduced prior to the National Anthem and appears on Twitter.

### IG-15 TURNING POINT

Highlight the turning point of the game with your brand! Be announced on HockeyTV and by the PA when the turning point is mentioned.

### IG-16 1ST AND SECOND INTERMISSION

You will own each intermission for the season. Your brand will be associated with each intermission on the PA and HockeyTV and Twitter.

### IG-17 LUCKY SEAT GIVEAWAY

Expose your brand to our fans by giving away some swag and leaving a terrific impression. Includes PA and HockeyTV announcement. Sold in 15 game increments.

### IG-18 FIRST FIGHTING WALLEYE GOAL OF THE GAME

Celebrate the home team lighting the lamp with sponsorship of the first goal of the game! Give a lucky fan or row an awesome prize showcasing your brand. A PA announcement will be provided.

### IG-19 BIRTHDAY BASH

Sponsor the birthday announcements during the third period. Plus be featured on all birthday bash collateral!

### IG-20 7TH SKATER

Help a young child get the experience of a lifetime as they get to lead the way onto the ice and stand beside their hockey heroes.

Your sponsorship comes with a PA announcement web page, and the 7th skater flag with your company's brand along with the Walleye logo.



### IG-21 THREE STAR SELECTION

Celebrate the game's best player's of the game by sponsoring the 3 Stars Selection. Includes PA recognition, also includes your logo on branded mini-sticks handed out to the crowd.

### IG-22 ATTENDANCE ANNOUNCEMENT

Sponsor this announcement that occurs every home game.

PA and HockeyTV mentions will be announced.





# GAME SPONSORSHIP PACKAGE **MAKE THE GAME NIGHT ABOUT YOUR BRAND!**

## PACKAGE INCLUDES:

- 20 TICKETS TO THE GAME
- TABLING ON THE CONCOURSE
- PRE AND POST GAME HANDOUT OPPORTUNITY
- 3 PA ANNOUNCEMENTS WITH LOGO ON VIDEO BOARD
- ON-ICE ACTIVITY DURING INTERMISSION!
- THREE STARS PRESENTATION
- INCLUSION IN ALL PRE-GAME MARKETING MATERIALS





Blaine Carlson  
(807) 631-6463



sales@fightingwalleye.com  
www.fightingwalleye.com

# PLAYER EQUIPMENT

## PE-1 HELMET STICKERS

Your logo affixed to the back of each player's helmet. PA and HockeyTV announcement will be delivered each game.

## PE-2 PANTS

Sponsor logo appears on the front (left) leg of every Fighting Walleye pant.

## PE-3 AWAY JERSEY (LOWER BACK)

Sponsor name and logo appear on the back of each Fighting Walleye away jersey.

## PE-4 HOME JERSEY (LOWER BACK)

Sponsor name and logo appear on the back of each Fighting Walleye home jersey.

## PE-5 JERSEY PATCH

Sponsor logo appears on the front (left) chest of every Fighting Walleye jersey.

## PE-6 TEAM JACKETS

Sponsor logo appears on the back of the jacket under the collar of every Fighting Walleye team jacket.

## PE-7 LOGO GAME DAY PUCKS

Sponsors will add their logo to the opposite of the Fighting Walleye logo. Four hundred pucks minimum will be printed for the season and be the official supplier of game pucks of the Kam River Fighting Walleye.

## PE-8 LOGO PRACTICE PUCKS

Sponsors will be the exclusive logo to the practice puck and be the official supplier of practice pucks of the Kam River Fighting Walleye.







# PRINT ADVERTISING

## PR-1 POCKET SCHEDULE

Get your brand on our handy pocket schedules, which are produced by the thousands.

## PR-2 MAGNET SCHEDULE

A favorite item for fans of all ages. Be one of the sponsors for our magnet schedule and be in the homes of thousands of fans.

## PR-3 PROGRAM ADS BACK COVER - 8.25" X 5.25"

Get on our game day program back cover and have your brand noticed - large exposure to thousands of fans of the Fighting Walleye.

## PR-4 PROGRAM ADS INSIDE COVERS - 8.25" X 5.25"

Your business on either the front or back inside cover. Ask for availability! Both options offer thousands of fans to see you this season. Support your business and the Fighting Walleye.

## PR-5 PROGRAM ADS FULL - 8.25" X 5.25"

Full page / full color advertisements for your business or just to support your favorite Fighting Walleye.

## PR-6 PROGRAM AD HALF - 4.125" X 5.25"

Half page / full color advertisements for your business or to support your favorite Fighting Walleye.

## PR-7 PROGRAM ADS QUARTER - 4.125" X 2.625"

Quarter page / full color advertisements for your business or to support your favorite Fighting Walleye.

## PR-8 TICKET BACK ADVERTISING

Advertise specials and discounts on the back of the Fighting Walleye tickets. A great way to draw traffic to your business.





Blaine Carlson  
(807) 631-6463



sales@fightingwalleye.com  
www.fightingwalleye.com

## ADVERTISING OPPORTUNITIES DIGITAL MEDIA ◀

# DIGITAL MEDIA

### DM-1 WEBSITE BANNER AD

Get your brand out to the Fighting Walleye Nation! Let's unite as your logo and link to your site will be seen as fans come to the site looking for game info and scores.

### DM-2 WEBSITE BUTTON AD

Get your brand out to the Fighting Walleye Nation! Let's unite as your logo and link to your site will be seen as fans come to the site looking for game info and scores.

### DM-3 GAME DAY SOCIAL MEDIA POSTING

Each and every game day the Fighting Walleye send out a post to Twitter, Instagram and Facebook letting fans know the opponent, time, and place of the game.

These are our consistent postings all year long and are a great way to get your company name out to thousands of people across the country and of course, right here in Fighting Walleye Nation!

### DM-4 FIGHTING WALLEYE INFO GRAPHIC

At the conclusion of each period the Fighting Walleye will send out a posting to Twitter and Facebook breaking down stats such as the score, goal scorers in the period, shots, saves and more. This is posted at minimum two times a game and is a great way to put your name on the part of the game that people care about most, the score. Recap Graphic.

### DM-5 FIGHTING WALLEYE POST GAME RECAP

At the conclusion of every game, the Fighting Walleye send out a post with a final score graphic and link to the official Fighting Walleye recap of the game. This is sent out after every game and once again is a crucial piece to those who didn't have a chance to watch or listen to the game live. Add your company logo to the graphic to show your support for the Fighting Walleye, win or lose!

### DM-6 BIRTHDAY POST

Who loves birthdays? We know we do! That's why every time one of our players or staff members has a birthday we want to let everyone know!

Want to help wish a happy birthday while also getting your name out to thousands of potential customers? Sponsoring our birthday posts is just what you are looking for!





# FIGHTING WALLEYE IN THE COMMUNITY

## WC-1 KIDS CLUB PRESENTING SPONSOR

Become the face to the Fighting Walleye Kids Club. Here your brand will be on all marketing materials, PA announcements and a page on FightingWalleye.com branded to your business.

## WC-2 NATIONAL ANTHEM PROGRAM

We love having young Fighting Walleye fans sing our National Anthem and this program allows this opportunity to happen more often. Your sponsorship buys up to 40 child tickets each home game. There will be a page dedicated to your program on FightingWalleye.com.

## WC-3 JUNIOR WALLEYE HOCKEY SCHOOL

Become a part of our yearly hockey school where we teach the basics to young, passionate hockey players. Your package includes a page on FightingWalleye.com, logo on all school jerseys, t-shirts, registration materials, and goodie bags for up to 100 kids.

## WC-4 SCHOOL VISITS

Become the title sponsor for our school visits where our players visit local Thunder Bay schools to promote ideas such as anti bullying and healthy lifestyle choices. Includes the purchase of 50 tickets for every visit, a page on our website, signage at the event, and the ability to have your employees present at the event.

## WC-5 ADOPT A SCHOOL PROGRAM

Purchase season tickets for a local Thunder Bay school of your choice to reward students who show exceptional abilities in the classroom, in the community and among their peers at school. Receive recognition on our website and a piece of in-arena signage of your choosing.







Blaine Carlson  
(807) 631-6463



sales@fightingwalleye.com  
www.fightingwalleye.com

## ADVERTISING OPPORTUNITIES DIGITAL MEDIA ◀

# A-LA CARTE

### AL-1 TEAM OR MEMORIAL TROPHIES

Sponsor end of year player awards for the Fighting Walleye banquet. Recognition on the trophy and on our website.

### AL-2 SIGNING BOOTH (CUSTOM GRAPHICS)

Wrap the signing booth with your logo and be seen by thousands of fans. The booth will be used by players to sign autographs for the fans.

### AL-3 PLAYER POSTERS

Show your brand on player posters that will be given away to fans during the season. Your business will make a great impression.

### AL-4 HOCKEY CARDS

Be the title sponsor of the Fighting Walleye hockey cards featuring your business and a Fighting Walleye player.

### AL-5 FIGHTING WALLEYE BUS (WINDOW ADVERTISING)

Wrap the bus windows in an eye catching way that will be sure to get your company noticed as the Fighting Walleye travel throughout North Western Ontario and United States.

### AL-6 PRACTICE JERSEY (SPONSOR LOGO)

Help the Fighting Walleye with their practice plan and sponsor the practice jersey with your logo front and center. Great brand awareness.

### AL-7 FIGHTING WALLEYE VEHICLE GRAPHICS

Wrap the Fighting Walleye vehicle with the Fear The Fish and your business brand. This would be a travelling billboard as the vehicle makes its rounds around the area and city.

### AL-8 SPRING CAMP SPONSOR

Hop on board the spring camp as many out of town and in town players make their way to the great city of Thunder Bay. Help welcome them to their new potential home.





### DETAILS

Sign production is the responsibility of the sponsor. All artwork is subject to approval. Sponsors will incur any costs associated with sign changes. All signage is subject to temporary removal for special events without notification.

All print must be 300 DPI. All artwork is subject to approval. Artwork must be camera-ready or provided as a PDF.

Props, prizes, product sampling, broadcast commercials and website ads are the responsibility of the sponsor. All prices are net of GST and production costs if applicable (tickets exempt).

Sponsorship proposals may be sent to a number of other parties in the same product category. We will enter in good faith negotiations with those parties who indicate serious interest. We reserve the right to determine in our sole discretion which proposal will be accepted. We reserve the right to refuse inappropriate businesses on behalf of our organization, the Thunder Bay Tournament Centre and the SIJHL.

Prices are subject to change without notice.





Blaine Carlson  
(807) 631-6463



sales@fightingwalleye.com  
www.fightingwalleye.com

## ADVERTISING OPPORTUNITIES AGREEMENT ◀

### RETURN APPLICATION AND PAYMENT TO:

Dorsal Fin Entertainment Group c/o Derek Geddes  
4185 Vanguard Ave P7K 1C9  
Email: president@fightingwalleye.com

**ARTWORK & PAPER  
WORK DUE DATE**

**AUGUST 15, 2020**

Legal Company Name: \_\_\_\_\_  
Company Contact: \_\_\_\_\_ Credit Card: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_  
Email: \_\_\_\_\_ Web Address: \_\_\_\_\_

### SPONSORSHIP OPPORTUNITIES

SPONSOR CATEGORY ID: \_\_\_\_\_ AMOUNT OF CATEGORY: \$ \_\_\_\_\_  
(example: AS1, IG1, etc)

SPONSOR CATEGORY ID: \_\_\_\_\_ AMOUNT OF CATEGORY: \$ \_\_\_\_\_  
(example: AS1, IG1, etc)

SPONSOR CATEGORY ID: \_\_\_\_\_ AMOUNT OF CATEGORY: \$ \_\_\_\_\_  
(example: AS1, IG1, etc)

### CONTACTS

|                                         |                |                                      |
|-----------------------------------------|----------------|--------------------------------------|
| <input type="checkbox"/> Derek Geddes   | (807) 474-1550 | Email: president@fightingwalleye.com |
| <input type="checkbox"/> Kevin McCallum | (807) 631-1640 | Email: kmccallum@fightingwalleye.com |
| <input type="checkbox"/> Matt Valley    | (807) 474-6921 | Email: coach@fightingwalleye.com     |
| <input type="checkbox"/> Blaine Carlson | (807) 631-6463 | Email: sales@fightingwalleye.com     |

**REQUIRED**

Signature

Printed Name

**Total Sponsorship  
Opportunity Cost**

\$ \_\_\_\_\_







4185 Vanguard Ave  
Thunder Bay, ON P7K 1C9  
[marketing@fightingwalleye.com](mailto:marketing@fightingwalleye.com)  
[www.fightingwalleye.com](http://www.fightingwalleye.com)

