



# SPONSORSHIP PACKAGES



[www.westkentsteamers.com](http://www.westkentsteamers.com)

# Who Are We?

- The West Kent Steamers are a Junior A hockey team in the Maritime Hockey League (MHL) located in Bouctouche, New Brunswick.
- They play 52 regular season games of which 26 are at home at the JK Irving Centre.
- Steamers' games are highly entertaining and players from the team move on to play higher level hockey such as the QMJHL, USPORTS and NCAA.

## Why Support?

- **Extensive Brand Exposure:** Gain visibility through media, game attendance, merchandise and banners, ensuring your brand reaches a wide and dedicated audience.
- **Community Engagement:** Showcase your company's commitment to supporting local youth and fostering community spirit, enhancing your reputation and loyalty among residents.
- **Targeted Marketing Opportunities:** Reach key demographics, including families, young athletes, and sports enthusiasts, providing a focused and engaged audience for your products or services.



# Sponsorship Packages

## DIAMOND SPONSOR (\$25 000)

- OFFICIAL Sponsor of the West Kent Steamers
- Includes ALL Platinum Level Sponsor Features
- Company Logo on FloSports Broadcast at All Home Games
- 4 Extra Season Tickets (8 in Total)
- 1 Extra Game Day Sponsor Event (2 in Total)
- Priority Advertisement on Banners, Media, and Team Website

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## PLATINUM SPONSOR (\$10 000)

- Includes ALL Gold Level Sponsor Features
- 1 Board Advertisement at the JK Irving Centre
- Advertisement Access during Steamers Home Games
- 1 Team Entry to the Annual Steamers Golf Tournament
- 1 Game Day Sponsor Event

\*\*\*Game Day Sponsor Event: (Space to Promote Company, Puck Drop, Intermission Activity, 20 Game Tickets)



# Sponsorship Packages

## **GOLD SPONSOR (\$5 000)**

- Includes ALL Silver Level Sponsor Features
- 2 Extra Season Tickets (4 in Total)
- Sponsorship Apparel (2 Hats & 2 Golf Shirts)
- Company Logo used on Social Media Posts/Banners
- Company Logo used at Promotional Events
- FloSports TV Broadcast Recognition at ALL Home Games

## **SILVER SPONSOR (\$2 500)**

- Includes ALL Bronze Level Sponsor Features
- Logo in Online Weekly Newsletter
- Logo in Silver Sponsor Banner at the JK Irving Centre
- PA Recognition at ALL Home Games

## **BRONZE SPONSOR (\$1 500)**

- 2 Season Tickets
- Team Photo
- Logo in Game Day Program
- Logo in Sponsors Section of Website





# Sponsorship Packages Overview

	DIAMOND	PLATINIUM	GOLD	SILVER	BRONZE
	\$25 000	\$10 000	\$5 000	\$2 500	\$1 500
Official Team Sponsor	X				
Company Logo on FloSports Broadcast at All Home Games	X				
Game Day Sponsor Event	2	1			
1 Team Entry to Steamers Annual Golf Tournament	X	X			
Advertising Access	X	X			
1 Board Ads	X	X			
Logo Used at Promotional Events	X	X	X		
Logo Mentioned on Social Media	X	X	X		
Sponsor Apparel (Hat/Golf Shirt)	X	X	X		
FloSports Broadcast Recognition at All Home Games	X	X	X		
PA Recognition at All Home Games	X	X	X	X	
Logo in Banner	X	X	X	X	
Logo in Online Newsletter	X	X	X	X	
Season Tickets	8	4	4	2	2
Team Photo	X	X	X	X	X
Logo in Game Day Program	X	X	X	X	X
Sponsors Section (Website)	X	X	X	X	X



# Additional Sponsor Opportunities

- Game Day Sponsor \$500 / Home Game
  - 10 Tickets, Social Media Advertisement, PA Announcements
- Training Camp Sponsor (\$5 000)
- Warmup Sponsor (\$5 000)
- Helmet Sponsor (\$5 000)
- Penalty Kill Sponsor (\$2 500)
- Power Play Sponsor (\$2 500)
- Three Stars of the Game Sponsor (\$2 500)
- Starting Lineup Sponsor (\$2 500)
- Chuck-A-Puck Sponsor (\$2 500)
- Shootout Sponsor (\$2 000)
- Steamers #1 Fan Sponsor (\$2 500)
  - Logo on Sold Hand Clappers and Horns
- Program Promotional Item Sponsor

