

DAUPHIN KINGS

JUNIOR A HOCKEY CLUB



2023-2024 PARTNERSHIP OPPORTUNITIES





DAUPHIN KINGS

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2023-2024 DAUPHIN KINGS

Partnership Opportunities

The Kings Tradition...

The Dauphin Kings are a very proud and historic hockey club located in the Manitoba Junior Hockey League. The Kings joined the MJHL in 1967, every season since the community of Dauphin has been treated to exciting hockey with seven MJHL championship seasons along the way. The team also features numerous off ice attractions during games which are fun for the whole family!

The Kings have moved numerous players to the next level, including NCAA Hockey, the National Hockey League and are looking to continue that tradition moving forward.

This is the Kings' 56th MJHL season and with your support we're hoping it will be one of the best!



The Dauphin Kings Impact

Annually the Dauphin Kings have a big impact in Dauphin and the Parkland area.

When it comes to the Parkland the Kings have a 1.5 million dollar economic impact on the area. The team spends about 80% of their budget (Roughly \$500,000) in and around the Dauphin area.



Partnering with the Dauphin Kings is one of the best ways to help your business get more exposure!

For example: If you were to sponsor a PA Announcement for an entire season an average of 700 people would hear that a number of times on a nightly basis. Multiply that by 30+ home games and we're talking about exposure to 20,000+ people throughout the hockey season!

That's just the people that go to Kings home games. That's not including social media and viewers on HockeyTV!

In a monthly window the Kings Twitter account has roughly 400,000 people viewing the team's tweets.





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Why work with us?

The Dauphin Kings are an important part of the City of Dauphin and the surrounding Parkland communities. During the winter everyone is talking about the Kings, whether it's during the breakfast hours in Tim Hortons or the lunch rush at Corrina's or Smitty's.

Not only do the Kings offer great hockey action, they offer numerous other activities on game nights that are affordable for the whole family!

The Kings average 700 fans a game throughout the season and upwards of 2,000 fans on our big game sponsor nights.

When discussing stability, innovation and professionalism on a league level the Dauphin Kings are viewed as a model to follow.



The MJHL's best for online exposure.

The Kings boast the best website in the MJHL. With daily posts, fans across the globe are always up to date with their favourite hockey club!



It doesn't stop there. The Dauphin Kings are the most followed MJHL team on Twitter (Over 4,500) and have 5,000 fans on Facebook with posts reaching an average of 3,000 people on a daily basis in the winter. This year we're offering even more options for online and social media exposure. Feel free to browse our website and see just why people across the planet love following us!



Kings In The Community



The Kings are no doubt role models within the community, and for good reason! The 2022-2023 hockey season saw the team out in Dauphin for numerous initiatives. The Kings participate in school visits, appearances for “I Love To Read Month” and of course the Dauphin Friendship Centre’s “Food For Thought Program” for schools in the Dauphin area.

The Kings also help out throughout the minor hockey season, attending practices and working with the young players of tomorrow. That’s just the tip of the iceberg!

FUN FACT: Kings players volunteered over 1,500 hours in the community in 2019-2020!

Be sure to watch for the Kings throughout the community in 2021-2022, as players continue to volunteer their time to help contribute to this wonderful area!



Partnership Opportunities

CATEGORIES

PLATINUM	\$5,000+
GOLD	\$2,500+
SILVER	\$1,000+
BRONZE	\$1,000 and under

GAME NIGHTS

PREMIUM GAMES - \$2000

(Friday & Saturdays)

- Includes use of Strilkiwski Lounge for 40
- Print, radio and website recognition
- Special group rates on tickets
- Rights to giveaways during your game
- Rights to a second intermission activity
- About 15-17 available



NON-PREMIUM GAMES - \$1000 to \$1500

(Mon-Thurs & Sunday)

- Includes use of Strilkiwski Lounge for 40
- Print, radio and website recognition
- Special group rates on tickets
- Rights to giveaways during your game
- Rights to a second intermission activity
- About 15-17 available

PLAYOFF SERIES SPONSOR - \$2500

- Includes use of Strilkiwski Lounge for 40
- At least two home playoff games
- Print, radio and website recognition
- 20 tickets to each game (60-80 total)
- Rights to giveaways
- Rights to intermission activities
- ONE AVAILABLE TO START



Online & Social Media Partnerships

Media Backdrop Sponsor - \$1000

- Your logo on the media backdrop for all player photos/press conferences
- Very large website (Kings, other teams & MJHL) and media exposure

Website Home Page Banner Ad - \$1000

- Your ad on the DauphinKings.com home page
- Kings website averages 200 visitors a day in the summer, 500+ in winter

Game Day Report Title Sponsor - \$1000

- Game day report before every game on Kings' website & social media

Post Game Report Title Sponsor - \$1000

- Post game report after every game on Kings' website

Three Stars of the Week Title Sponsor - \$1000

- Weekly three stars posted on Kings' website & social media

Video Highlight Sponsor - \$1000

- Have your company logo shown on video highlights posted to Twitter/Facebook/Instagram after/during games

NEW Plays of the Week Sponsor - \$750

- Kings Plays of the Week
- Posted to all social media each Monday night during the season

NEW Kings Online Lineup Sponsor - \$750

- Kings lineup, lines, scratches and stats
- Posted to all social media each game night during the season
- Ask for example & analytics

NEW Intermission Update Sponsor - \$750

- Intermission update of each Kings game
- Posted to all social media each night during the season
- Ask for example & analytics

NEW ⚡ GAME IN A FLASH ⚡ Sponsor - \$750

- A recap of each game posted throughout social media and Kings website
- Ask for example & analytics

NEW Three Stars of the Night Sponsor - \$750

- Kings Three Stars of the Night
- Posted to all social media & website after each game during the season

NEW Weekly Online Player Profile - \$750

- A Kings player spotlight profile
- Posted to all social media & website every Thursday during the season

NEW Player GIFs - \$750

- Kings GIFs created for the entire season for each player
- Posted to all social media & website
- Ask for example

"Powered By" Sponsor - \$500 each

- Have your logo on the Kings social media page(s) for the season
- Kings Twitter: Over 4,500 Followers (*Post reach = About 15,000 per day*)
- Kings Facebook: Over 4,000 Likes (*Post reach = About 3,000 per day*)
- Kings Instagram: Over 2,300 Followers (*Profile views = About 1,000 per day*)





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Game Day Partnership

Home / Away Jersey Sponsor - \$5000

- Your business' name on the back of a player jersey for the season
- 2 Available

Third Jersey Sponsor \$225 a year for a 2-year commitment.

- Jerseys will be featured in 2 homes and 2 away games each year
- 22 available

- 50/50 Title Sponsor - \$2500

- Logo on back of all 50/50 tickets and monitors in the arena

***NEW* Special Night Jersey Sponsor - \$1000**

- The Kings will make special game night jerseys in 2020-2021
- Veterans Jerseys, Ugly Christmas Sweater Jerseys, and more
- 1 Available for each

Season Ticket Booklet Sponsor - \$2000

- Logo/Coupon on the back of approximately 400 season ticket books
- 1 Available (*Deadline June 30*)

Back of Adult Walk-Up Tickets Sponsor - \$2000

- Logo/Coupon on the back of approximately 5,000 event tickets
- 1 Available (*Deadline June 30*)

Mascot Sponsor - \$1200

- Your logo & name on "Roary the Lion's" jersey

Line-Up Sheet Title Sponsor - \$1000

- Distributed throughout season, exhibition & playoffs (30+ games)
- 75 printed per game (*Deadline August 31*)

***NEW* Back of ALL Playoff Tickets Sponsor - \$750**

- Logo/Coupon on the back of approximately 5,000 event tickets
- 1 Available

Back of Student Tickets Sponsor - \$500

- Logo/Coupon on the back of approximately 1,500 event tickets
- 1 Available (*Deadline June 30*)

***NEW* Back of Children Tickets Sponsor - \$500**

- Logo/Coupon on the back of approximately 1,500 event tickets
- 1 Available (*Deadline June 30*)



Game Day Partnership Continued

Dauphin Kings Clappers / Noisemakers / Playoff Towels

- Your logo on a noisemaker (*Different options available*)
- 1000-4000 created

Logo on Puck - **\$2000**

- Your logo on the other side of the Kings Game Puck

Puck Over the Glass - **\$1000**

- Your name announced when a puck goes over the glass
- Fan takes puck/coupon to your business to redeem a prize

Title Sponsor of Best Seats In The House - **\$1000**

- Two comfy seats located in the corner of Credit Union Place
- Two tickets given away before each game on radio or social media

Teddy Bear Toss Title Sponsor - **\$1000**

- Sponsor of the Annual Teddy Bear Toss

6th Man Sponsor - **\$1000**

- Title Sponsor of 6th man during pregame at all home games

Logo on Helmets - **\$1000**

- Your logo on both sets of Kings helmets (*You supply stickers*)

Program Ad - **\$500**

- Name/Logo (Big) in Kings Program

Program Autograph Sponsor - **\$500**

- Player autographs one program to be found by fan
- Your business gives away free item/gift card every home game





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PA Announcements

“TV Timeout” - \$800

- Name announced during MJHL's 1 minute timeout each period
- 1 Available

Home/Visitor Goal Sponsor - \$800

- Name announced over PA when goal scored by Kings/Visitors
- 1 of each available

Home/Visitor Penalty Sponsor - \$800

- Name announced over PA with Kings/Visitors penalty announcement
- 1 of each available

Penalty Kill Sponsor - \$800

- Name announced over PA when Kings go to the Penalty Kill
- 1 Available

Power Play Sponsor - \$800

- Name announced over PA when Kings go to the Power Play
- 2 Available

Out of Town Scoreboard Sponsor - \$800

- Name announced over PA during Out of Town Scoreboard
- 1 Available

3 Star Selection Sponsor - \$800

- Name announced over PA before and during 3 Stars
- 1 Available

Last Minute of Play Sponsor - \$650

- Name announced over PA when the Last Minute of Play is announced
- 1 Available

End of Period Recap Sponsor - \$650

- Name announced over PA before the End of Period Recap
- 1 Available

Shots on Goal Sponsor - \$650

- Name announced over PA when the Shots on Goal are announced
- 1 Available



PEDERSON
PHOTOGRAPHIC

PA Announcements Continued



Opening Face-Off Sponsor - \$650

- Name announced over PA at opening face off (Each period)
- 1 Available

Starting Line-Up Sponsor - \$650

- Name announced over PA before the Kings starting line-up
- 1 Available

50/50 Announcement Sponsor - \$650

- Name announced over PA when 50/50 total is mentioned
- 1 Available

Line-Up/Roster Changes - \$650

- Name announced over PA when roster changes announced
- 1 Available

Referee Announcement Sponsor - \$650

- Name announced over PA when referees are announced
- 1 Available

Next Game Sponsor - \$650

- Name announced on PA after next home game announcement
- 1 Available

Hungriest Player Sponsor - \$650

- Name announced over PA when Hungriest Player is named



Miscellaneous Opportunities

Dauphin Kings School Visits - **\$2500**

- Title sponsor of Kings weekly school visits
- Rights to giveaways at schools
- Website/Social Media & PA Announcement at games

Spring & Fall Camp Sponsor - **\$2000**

- Naming rights for both Spring & Fall Camp
- Exposure on Kings website and in the long with in arena
- Logo on camp programs & schedules

Electronic Billboard Ad For Calendar Year - **\$1500**

- 10 second animated ad on 18' x 3.5' colour electronic screen
- Ads run 24/7, not just for Kings games (Business Expo etc)
- 8 spots available

Team Track Suit Sponsor - **\$1500**

- Your name/logo on 30 Kings track suits

T-Shirt Cannon Title Sponsor - **\$1000**

- Naming rights to T-shirt Cannon used at home games
- Kings supply volunteers, you supply T-Shirts

Skate with the Kings Sponsor - **\$1000**

- Title sponsor of 'Skate with the Kings' nights
- 4 throughout season
- Print, radio and PA Announcement recognition
- 1 available

Fridge Magnet Schedule Sponsor - **\$1000**

- Your business on all fridge magnet schedules
- Over 1200 distributed at the start of each season
- 5 available

Dauphin Kings Hockey Cards (Created After Dec. 1st)

- Name/logo on front (1 available) - **\$750**
- Name/logo on back (3 available) - **\$500**

50/50 Jacket Sponsor - **\$750**

- Sponsor of 50/50 jackets for entire season
- Your logo on all jackets
- 1 available





Miscellaneous Continued

Pocket Schedule Sponsor - \$600

- Your business on all pocket schedules
- 1000 printed

- 6 available

Kings Kids Club Sponsor - \$500

- Name on the back of Kids Club Card
- PA Announcements throughout season
- Rights to kids giveaways all season

- 1 available

Strilkiwski Lounge - \$500

- Lounge for a home game
- Up to 40 people
- Bartender included
- Drinks/Tickets NOT included

-15 available

Sponsor Kings Billet/Volunteer BBQ - \$500

- Help support the annual BBQ at Credit Union Place
- Logo on event poster + Website/Social Media recognition

-3 available

Smitty's South Side - \$325

- Smitty's Booth for a home game
- Up to 8 people
- Pizza, wings & 16 drinks

-29 available

On-Ice Contest Sponsor - Price determined on per-contest basis

- Sponsor is responsible for supplying prizes/volunteers (If needed)
- Contests likely run 4-10 times per year depending on rotation
- We are always open to new ideas



Arena Partnership

***NEW* South Ticket Office Sponsor - \$3000**

- Your logo on the South Ticket Office
- The most viewed areas by all visitors to arena
- You pay for the ticket office wrap

***NEW* Goal Post Sponsor - \$2000**

- Your company logo on the 'Game Net' posts for the season
- Goals used for Kings, Rangers, Clippers & Minor Hockey

***NEW* Arena Door Wrap Sponsor - \$1000 to \$3000**

- Doors in arena wrapped with your logo / design
- Doors include dressing rooms and entry ways
- You pay for the door wrap

Section Sponsor - \$525

- Your company logo hung below a section in arena
- 19 available (A to S)



KINGS YEARLY EVENTS



Comedy Night

The Dauphin Kings hold their annual “Comedy Night” fundraiser every January. The event is over five years old and saw the 2019 edition sell out with over 250 in attendance! Be on the lookout in December and January for tickets. This event is one of the hottest in Dauphin every winter!



Par 3 Extravaganza

Every June/August the Dauphin Kings host golfers from around Manitoba at their Par 3 Extravaganza Golf Tournament! The event changes over a local golf course and makes each hole into a par 3! It's a great day and you don't have to be a scratch golfer to be in the mix for prizes!



CONTACT

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**Thank you for your
support!**