

DRUMHELLER DRAGONS JR. A HOCKEY CLUB



2025-2026
PARTNERSHIP
OPPORTUNITIES



SPONSORSHIP PACKAGE

ABOUT THE AJHL

THE ALBERTA JUNIOR HOCKEY LEAGUE IS ONE OF THE PREMIER JUNIOR A LEAGUES IN NORTH AMERICA. UNDER THE UMBRELLA OF HOCKEY CANADA, IT CONTINUALLY SEES HIGH END TALENT MOVE UP TO PLAY COLLEGIATE AND PROFESSIONAL HOCKEY. THERE ARE CURRENTLY 12 MEMBER TEAMS TO THE AJHL, SPANNING ACROSS ALL OF ALBERTA. EACH YEAR, THE WINNER OF THE AJHL COMPETES FOR A NATIONAL CHAMPIONSHIP, KNOWN AS THE CENTENNIAL CUP.



MISSION SIX

THE DRUMHELLER DRAGONS PROGRAM IS FOUNDED ON THE CORE VALUES OF PREPARATION, ENTHUSIASM, CHARACTER, AND HARD WORK. WE FOLLOW A DETAILED CURRICULUM DESIGNED TO TEACH THE FUNDAMENTAL SKILLS REQUIRED TO BECOME NOT ONLY SUCCESSFUL HOCKEY PLAYERS BUT ALSO PEOPLE OF INTEGRITY. OUR YEARLY CURRICULUM FOCUSES ON PERSONAL GROWTH, SKILL DEVELOPMENT, EDUCATION, AND PREPARATION FOR THE NEXT LEVEL. IT IS OUR VISION THAT 6 PLAYERS GRADUATE YEARLY INTO COLLEGE/UNIVERSITY PROGRAMS.

COMMUNITY INVOLVEMENT

THE DRAGONS HAVE BEEN AN INTEGRAL PART OF THE COMMUNITY OF DRUMHELLER AND SURROUNDING AREAS FOR THE PAST 22 SEASONS. WE PRIDE OURSELVES IN WORKING WITH THE YOUTH IN THE COMMUNITY WHICH CONSISTS OF READING AT THE SCHOOLS, PARTICIPATING IN COMMUNITY EVENTS, MENTORING MINOR HOCKEY TEAMS, AND CHARITABLE VOLUNTEERING. OUR PLAYERS AND STAFF ARE DEDICATED TO MAKING THE COMMUNITY A BETTER PLACE TO LIVE!



SPONSORSHIP PACKAGE

WHY WE NEED SPONSORS

- TRAVEL COSTS
- HOTELS
- TEAM MEALS
- BILLET FEES
- PLAYER EQUIPMENT

BY THE NUMBERS

- GAME ATTENDANCE
 - REGULAR SEASON - 716/GAME
 - PLAYOFFS - 1,357/GAME
- SOCIAL MEDIA
 - INSTAGRAM - 5,425 FOLLOWERS
 - TWITTER - 5,816 FOLLOWERS
 - FACEBOOK - 4,142 FOLLOWERS





SPONSORSHIP PACKAGE

ICE LEVEL SIGNAGE

ICE LOGOS

\$5,000

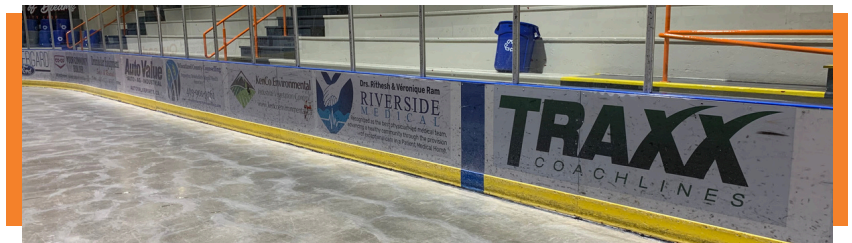
DISPLAY YOUR BUSINESS IN THE NUMBER ONE VISUAL HIGHLIGHT OF OUR ARENA, THE ICE! WITH THIS OPPORTUNITY YOU GET TWO LOGOS, ONE ON EITHER SIDE OF THE ICE. FULL COLOUR LOGOS ARE PAINTED ONTO THE ICE FOR OPTIMUM VISIBILITY THROUGHOUT OUR SEASON. PAINTED BY JET ICE, THE PREMIERE COMPANY OF THE NHL, OLYMPICS AND OTHER SPECIAL EVENT ICE SURFACES. THESE LOGOS WILL BE VISIBLE TO ALL VISITORS IN THE MEMORIAL ARENA. MUST SIGN A 3 YEAR AGREEMENT.



RINK BOARDS

\$2,000

RINK BOARDS ARE THE MOST POPULAR ADVERTISING OUTLET IN OUR ARENA. MEASURING 96"X30" AND COVERED IN A PROTECTIVE LEXAN MATERIAL, THESE BOARDS ARE SURE TO GET YOUR COMPANY NOTICED ALL SEASON LONG!



GLASS WRAP

\$3,500

YOUR COMPANY LOGO STRETCHING FROM GOAL LINE TO GOAL LINE BEHIND THE NET AT BOTH ENDS OF THE RINK, THAT'S ROUGHLY 85 FEET OF ADVERTISING AT BOTH ENDS! MEASURING 10" TALL, WE CAN PRINT YOUR LOGO ON AN ADHESIVE MATERIAL THAT STICKS TO THE GLASS JUST ABOVE THE BOARDS. WITH MOST OF THE ATTENTION ON NETS DURING THE GAME, YOUR LOGO WILL GET GREAT EXPOSURE.



SPONSORSHIP PACKAGE

ARENA SIGNAGE

OWN A SECTION \$1,800

TWELVE 36"X12" COLOUR DECALS ON THE SEAT RISERS OF EACH SECTION. YOU CAN GO WITH ONE LOGO OR MIX IT UP. THERE ARE ONLY 7 SECTIONS SO THIS IS A GREAT VALUE FOR YOUR DOLLAR!

PLAYERS BENCHES \$2,500

BE THE PREMIERE ADVERTISER ON THE PLAYERS BENCHES. YOU GET 28 FEET OF SIGNAGE ON THE VISITORS BENCH OR 32 FEET OF SIGNAGE ON THE HOME BENCH!



CATWALK SIGNAGE \$2,000

GET A LARGE 96"X48" SIGN WHEREVER YOU WOULD LIKE ALONG THE CATWALK RAILING AROUND THE MEMORIAL ARENA. THIS IS ONE OF OUR LARGEST SIGNAGE OPTIONS IN THE ARENA SO IT IS SURE TO GET NOTICED BY FANS!



SPONSORSHIP PACKAGE

GAMEDAY SPONSORSHIP

PRESENTING GAME SPONSOR *\$750*

BE THE COMPANY THAT IS THE TITLE SPONSOR OF A DRAGONS HOME GAME. AN OPPORTUNITY FOR YOUR STAFF TO GREET FANS AT THE ENTRANCE AND PROVIDE GIVEAWAYS FOR FANS. YOU WILL ALSO BE PROVIDED THE 1ST INTERMISSION ACTIVITY TO PROMOTE YOUR BUSINESS AND GIVEAWAY PRIZES TO FANS!

PREMIUM GAME SPONSOR *\$1,000*

BE THE PRESENTING SPONSOR FOR ONE OF OUR BIGGEST CROWDS AND MOST POPULAR THEME NIGHT GAMES OF THE SEASON. THIS WILL LEAD TO GREAT EXPOSURE FOR YOUR BRAND AND BUSINESS!

MEDIA TIMEOUT ACTIVATION *\$1,200*

THERE ARE SIX MEDIA TIMEOUTS DURING THE GAMES, AND WHEN IT HITS OUR FANS TURN THEIR ATTENTION TO YOUR BUSINESS! GIVEAWAYS, TRIVIA, AND MUCH MORE AS OUR IN-ARENA HOST ENTERTAINS FANS AND PROMOTES YOUR BRAND!



SPONSORSHIP PACKAGE

GAMEDAY SPONSORSHIP

V.I.P. SUITE

\$750

SELLING OUT QUICKLY, THIS HAS BECOME A NEW FAVOURITE AT HOME GAMES. WATCH THE GAME FROM THE BEST SEATS IN THE HOUSE AS THIS IS THE PERFECT OPPORTUNITY FOR A STAFF FUNCTION. IT COMES WITH 30 TICKETS AND FREE PIZZAS AND BEVERAGES. ALSO GET A SHOUTOUT DURING THE 1ST PERIOD OVER THE SPEAKERS!



IN-GAME ANNOUNCEMENTS **\$1,000**

BECOME THE OFFICIAL SPONSOR OF LIVE GAME ANNOUNCEMENTS. THIS INCLUDES POWERPLAYS, PENALTY KILLS, PERIOD SUMMARIES, SHOTS ON GOAL ANNOUNCEMENTS, AND MUCH MORE! DELIVER THE PERFECT MESSAGE FOR YOUR BUSINESS TO OUR CROWD.



50/50 SPONSOR

\$2,000

OUR 50/50 JACKPOTS ARE EXTREMELY POPULAR WITH OUR FANS, RAISING AN AVERAGE OF \$5,000 PER HOME GAME. AS THE 50/50 SPONSOR, YOUR LOGO WOULD BE ON ALL SCREENS AROUND THE ARENA AND TICKETS THAT END UP IN FANS HANDS.



SPONSORSHIP PACKAGE

FAN EXPOSURE OPTIONS

SOCIAL MEDIA ADVERTISING **\$1,500**

THE DIGITAL AGE IS A POWERFUL MARKETING TOOL. IN THE LAST TWO SEASONS, OUR SOCIAL MEDIA FOLLOWING HAS GONE UP BY OVER 40%. GET YOUR LOGO ON OUR POSTS AND GET GREAT EXPOSURE TO OUR LARGE ONLINE SOCIAL MEDIA FOLLOWING!

TICKET BACKS **\$1,500**

PUT YOUR LOGO ON THE BACK OF OUR GAME TICKETS. WITH THIS OPTION, EVERY FAN WILL BE EXPOSED TO YOUR BUSINESS. THIS OPPORTUNITY IS THE PERFECT WAY TO OFFER DISCOUNTS TO CUSTOMERS AS THEY CAN BE USED AS A COUPON AFTER THE GAME!

POCKET SCHEDULES **\$750**

OUR FANS LOVE POCKET SCHEDULES AS A QUICK WAY TO CHECK WHEN THE NEXT DRAGONS GAME IS. PLACE YOUR AD ON THIS ITEM TO GET YOUR BUSINESS SOME GREAT EXPOSURE!



SPONSORSHIP PACKAGE

FAN EXPOSURE OPTIONS

AUTOGRAPH CARDS

\$750

AFTER EVERY DRAGONS WEEKEND HOME GAME, KIDS AND FANS LINEUP AROUND THE ARENA FOR OUR POST-GAME AUTOGRAPH SESSION FEATURING TWO PLAYERS. GET YOUR LOGO ON THESE AUTOGRAPH CARDS THAT GO HOME WITH HUNDREDS OF FANS!



TICKET WINDOW

\$1,700

EVERY FAN GOES THROUGH OUR TICKET WINDOW FOR EVERY GAME, SO THIS IS A GREAT OPPORTUNITY TO ADVERTISE YOUR COMPANY. GET YOUR LOGO ON LAMINATED DECALS THAT WRAP OUR TICKET BOOTH AND BE SURE TO GET NOTICED!



NEXT GAME SIGNS

\$1,000

OUR NEXT GAME SIGNS ARE POSTED AROUND THE COMMUNITY IN VARIOUS BUSINESSES AS WELL AS IN THE ARENA! FANS ARE ALWAYS CHECKING FOR WHEN THE NEXT DRAGONS GAME IS, AND BRANDING ON THESE SIGNS WILL DEFINITELY GET YOUR COMPANY NOTICED!



SPONSORSHIP PACKAGE

EXTERIOR ADVERTISING

BILLBOARD SIGNS **\$3,000**

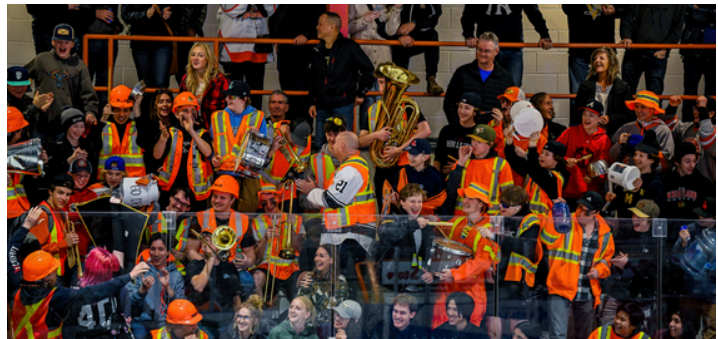
THE DRAGONS ARE EXCITED TO OFFER BILLBOARD ADVERTISING ONCE AGAIN THIS SEASON. WE OFFER NUMEROUS PLACEMENT OPTIONS ON THE EXTERIOR OF THE MEMORIAL ARENA.

THE ARENA IS THE BACKDROP FOR ONE OF THE MOST VISITED TOURIST ATTRACTIONS IN THE WORLD'S LARGEST DINOSAUR. LAST YEAR DRUMHELLER WELCOMED HALF A MILLION VISITORS TO OUR COMMUNITY! GET YOUR COMPANY ADVERTISING EXPOSURE TO THESE TOURISTS FROM AROUND THE WORLD!



GAMEDAY STREET SIGNS **\$1,500**

EACH GAMEDAY OUR STREET SIGNS ARE PLACED THROUGHOUT DRUMHELLER ALONG THE BUSIEST ROADS IN TOWN. GET YOUR LOGO ON THESE SIGNS AND HAVE THOUSANDS OF PEOPLE DRIVE BY THEM EACH DRAGONS GAMEDAY!





SPONSORSHIP PACKAGE

SPONSORSHIP LEVELS

PLATINUM SPONSOR

SPONSORSHIP OF \$5,000 OR MORE

GOLD SPONSOR

SPONSORSHIP OF \$3,000 OR MORE

SILVER SPONSOR

SPONSORSHIP OF \$2,000 OR MORE

BRONZE SPONSOR

SPONSORSHIP OF \$1,000 OR MORE

BUNDLE & SAVE

COMBINE TWO OR MORE OF THE ADVERTISING OPTIONS AND RECEIVE A DISCOUNTED PRICE! PLATINUM AND GOLD LEVEL SPONSORS ARE ALSO ELIGIBLE TO RECEIVE FREE NIGHTS IN THE V.I.P. SUITE AND FREE SEASON TICKETS! ALSO ASK ABOUT DISCOUNTED FLEX TICKETS TO GIVEAWAY TO YOUR CUSTOMERS AND CLIENTS!

CUSTOMIZATION

CAN'T FIND WHAT YOU ARE LOOKING FOR? WE WOULD LOVE TO WORK WITH YOU TO CREATE A CUSTOM SPONSORSHIP OPPORTUNITY THAT WILL BETTER FIT YOUR COMPANY'S VISION. IF YOU HAVE AN IDEA, WE'D LOVE TO HEAR IT! IF NOT, WE WILL BRAINSTORM WITH YOU ON HOW YOUR BUSINESS CAN BE PART OF OUR SPONSORSHIP TEAM!



SPONSORSHIP PACKAGE

CONTACT US

BOEDY SHIELDS
DIRECTOR OF OPERATIONS

EMAIL: BOEDY@DRUMHELLERDRAGONS.CA
PHONE: 403-334-0202

MEMORIAL ARENA
DRUMHELLER, AB

