



SALMON ARM  
**SILVERBACKS**

# Partnership Opportunities



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INTEGRITY  
ROOFING

BRICH

chance





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# Facts & Figures





## Silverbacks Scholarships

In 18 years the Silverbacks have had over 150 players awarded College Scholarships and 15 players selected at the NHL Draft.



## Brand Awareness

Build brand awareness and customer loyalty with creative promotions and partnerships that leave memorable impressions with all visitors and event spectators.

## By The Numbers

Over the past 18 seasons the Silverbacks have averaged more than 30,000 fans a year and approximately 200,000 visitors annually, along with 15,000+ monthly web site and blog hits.

## We Provide

- Exposure in a highly visible venue
- Visual and Interactive Advertising Impressions
- Opportunities to differentiate product & services from competitors
- A place to entertain clients and strengthen business relationships
- Long term exposure to target markets
- Opportunity for increased revenue

## Become a Partner

We are committed to working with your business to develop successful corporate sponsorship packages. Our goal is to create brand awareness and drive customers back to your place of business. All partnership packages are customized to meet your goals and objectives. Make a lasting impression on existing and future customers with creative and unique promotions. Join our corporate team today and let's get started!

## Local Fans Support Local Businesses

Over the years we have developed strong relationships with local businesses and national companies. Each one of our corporate partners is a valued member of our team and an integral part of our organization.

A corporate partnership with the Silverbacks is an economical and highly visible way of branding your business in the community!

# Facts & Figures



## 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, big screen ads, 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 Shaw Centre & BCHL.

Prices are subject to change without notice.



# SHAW) CENTRE

The Salmon Arm Silverbacks Junior "A" Hockey Club is the major tenant of the Shaw Centre. Other user groups and major events include:

- Salmon Arm Minor Hockey
- Shuswap Ringette
- Lacrosse
- Speed Skating
- Figure Skating
- SA Hockey School
- Adult Rec Hockey
- Old Timers Hockey
- Pro-Am Game
- Music Concerts
- High School Graduation
- Silverbacks Spring & Fall Camps
- BC Hockey High Performance Camps
- Minor Hockey Development
- Spring & Fall Home Shows
- Spring Camp (300+ players)
- Shuswap Academy Elite Hockey (400+ players)

The Shaw Centre opened in 1999 and features a climate controlled twin sheet facility. The main spectator rink has 1,525 theater style seats and can accommodate up to 2,200 spectators. The ice is in use approximately 48 weeks of the year.

- VIP Lounge
- Shaw Wi-Fi Internet
- 360 degree concourse
- Free on-site parking
- 25' x 18' LCD Screen
- ATM
- Board Room
- Silverbacks Souvenir Shop
- High Performance Gym



## Faceoff Dots

1yr \$1500 / 3yr \$1300

## Ice Logos

Per pair 1yr \$2400 / 3yr \$1900 custom sizing



## Team Bench

Backs 1yr \$2400 / 3yr \$2000 • Visitors 1yr \$2400 / 3yr \$2000 / 27" x



# Signage



## Stair Risers

2 flights 1yr \$1200 / 3yr \$1000 5" x 2'  
20 risers per set

## Rink Boards

Rink Boards 1yr \$1900 / 3yr \$1650 / 34" x 10'  
Hucul Pond 1yr \$800 / 3yr \$650 / 34" x 8'





# Signage



## Concourse

Concourse 1yr \$1800/ 3yr \$1600  
47" x 8'

## Backlit Signs

### LCD SIDE

Backlit 1yr \$2800 / 3yr \$2500  
34" x 12'

### AWAY SIDE

Backlit \$ 1yr 2500 / 3yr \$2200  
34" x 7'



## Penalty Box

1yr \$1500 / 3yr \$1200 / 27" x 24'

## Blue Line

1yr \$1000 / 3yr \$800

## Red Line

1yr \$800 / 3yr \$600



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**Penticton SIGNS**  
FIRST PLACE... IN THE SIGN INDUSTRY YEAR AFTER YEAR

**BCHL INTERIOR DIVISION STANDINGS**

TEAM	GP	W	L	T	OTL	PTS
Salmon Arm						
Merritt						
Penticton						
Trail						
Vernon						
Wenatchee						
West Kelowna						

**SA GO BACKS GO!**

# Signage

## Pillar Wraps

1yr \$4000 / 3yr \$3600 / 24" x 8' x 14 pillars

## Water Fountains

3 for \$1500 / 24" x 32"

## 3 Stars Board

\$750 / 10" x 34"

## Standings Board

\$750 / 10" x 34"

## Washroom Signs

3 for \$650 / 17" x 11"



# Signage



## Front Entrance Signage

custom sizes available inquire for pricing

## Front Entrance Stair Risers

1yr \$1500 / 3yr \$1300

## 3M Floor Graphics

1yr \$1200 / 3yr \$1000 / custom sizes





**Zamboni**

1yr \$4000    3yr \$3500



**Goal Post Wrap**

1yr \$1500 / 3yr \$1300



# In Game Promotions







**Mascot**

\$2400

**Mascot Vehicle**

\$1500

**Anthem Presentation and Custom Carpet Logo**

1yr \$500 / 3yr \$1000

**T-Shirt Launcher**

\$1000 plus product





# Promotions





## Summer Pro-Am Game

\$1000



## TV Timeouts

(27 in game TV Timeouts) \$1500

## On Ice Promotions

(3x per season, includes PA Announcements and 10 Tickets) \$700

## Text to Win

Multiple options available

## Player of the Month Award

\$1000 plus prize



# Promotions



## Corporate Season Tickets

\$314.29 each

## VIP Room

\$500 includes 20 tickets

## Theme Nights

\$750





## Parents Weekend

\$1000



## Teddy Bear Toss

\$700



## Silverbacks Bus

1 year \$5000  
Window Advertising

**ARMSTRONG**



**FUELLING THE SILVERBACKS**



## 7th Man

\$1500 plus jerseys

# Specialty

## Jersey Patches

Shoulders \$2500  
Lower Back \$3000  
Upper Back \$1500

## Hockey Pants

1yr \$1800 / 3yr \$1500



## Score for School Scholarship

\$1500 - presenting  
sponsor





## Game Pucks

\$1500 -for 400 pucks



## Adopt a School & Community Sponsorship

Includes 20 season tickets, jumbotron announcement, and school/group of choice  
\$2000



# TEAM APPEARANCES



## Volunteer Team

Jerseys and Jackets  
\$1000





## Print

### Signing Booth

\$1500 - custom graphics

### Player Posters

\$500 -logo -7,500 printed

### Hockey Cards

\$1500 - for 7,500 cards



## Pocket Schedule

\$750 - 3.5" x 2" - 5,000 printed

## Magnet Schedule

\$750 - 1" x 1.75" - 2,500 printed

## Table Talkers

\$500 - 500 printed

## Program Ads

2,500 printed

Outside Cover \$1250 - 8.25" x 5.25"

Inside Covers \$1000 - 8.25" x 5.25"

Full \$750 - 8.25" x 5.25"

Half \$500 - 4.125" x 5.25"

Quarter \$400 - 4.125" x 2.625"

## Program Insert

\$500 - 1" x 5" - 2,500 printed

## Ticket Backs

\$1000 - for 15,000 tickets

## VIP Card

\$500 -.75" x 1" - 750 printed

# Audio Visual



**Your Business Here!**



## Big Screen

- 15 second commercials
- 30 second commercials
- Custom packages & pricing available

## Website

Banner ad \$600 / Button ad \$400





## Theme Jerseys

\$1500 Per set - Worn 2 games





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Proud Sponsor of the Hilltop

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