



SALMON ARM SILVERBACKS

Partnership Opportunities



Table of Contents

- 4 Facts & Figures
- 6 Details
- 8 Signage
- 16 In Game Promotions
- 18 Promotions
- 23 Specialty
- 26 Print
- 28 Audio/Visual





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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 22 seasons the Silverbacks have averaged more than 35,000 fans a year and approximately 200,000 visitors annually, along with 15,000+ monthly web site and blog hits.

In the 2022/2023 season we averaged 1379 fans per regular season game





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 signs must have white backgrounds. 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

Signage

Faceoff Dots

1yr \$1500
3yr \$1300

Ice Logos

Per pair 1yr \$2800
3yr \$2300 custom sizing

Team Bench

Backs Bench:

1yr \$2600
3yr \$2200

Visitors Bench:

1yr \$2600
3yr \$2200 / 27" x 24"





Signage

Stair Risers

2 flights

1yr \$1500

3yr \$1200 5" x 2'

20 risers per set

Rink Boards

Main Arena

1yr \$2000

3yr \$1700

Hucul Pond

1yr \$800

3yr \$650

Signage

Score Clock

Upper

1yr \$2000

3yr \$1800

21" x 30"

Sides

1yr \$3000

3yr \$2700

30" x 8.5' x 18"

Backlit

1yr \$3000

3yr \$2500

21" x 9'

Media Booth

1yr \$4000

3yr \$3300

Front 24" x 13.5'

2 Sides 24" x 70"



Recycled Rubber R





Signage

Concourse

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

Penalty Box

1yr \$3000
3yr \$2200
27" x 24'

Blue Line

1yr \$750
3yr \$600

Red Line

1yr \$600
3yr \$400



DUE FOR AN OIL CHANGE?

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Valvoline

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 Salmon Arm, BC Tel - 250-832-1040
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BCHL

INTERIOR DIVISION STANDINGS

TEAM	GP	W	L	OTL	PTS
Penticton	52	42	8	2	84
Salmon Arm	53	38	10	5	76
West Kelowna	52	35	14	3	70
Prince George	54	27	23	4	58
Cranbrook	53	25	27	1	50
Vernon	51	22	28	1	45
Wenatchee	52	22	28	2	44
Trail	52	14	34	4	30
Merritt	51	5	44	2	12

SPECTRUM SIGNWORKS & PROMOTIONAL PRODUCTS



Signage

Pillar Wraps

1yr \$4000

3yr \$3600

24" x 8' x 14 pillars

Water Fountains

3 for \$1800

24" x 32"

3 Stars Board

\$750

10" x 34"

Standings Board

\$1000

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





Signage

Goal Post Wrap

1yr \$1500
3yr \$1300

Zamboni

1yr \$4000
3yr \$3500



In Game Promotions

Mascot

\$2400

Anthem Presentation

1yr \$1000

3yr \$800

Shoot to Win

\$1000 plus product

Intermission Games

\$1000 plus product

Lucky Row

\$1000 plus product

Season Ticket Holder Giveaways

\$1000 plus product





In Game Promotions

Summer Pro-Am Game

\$1000

TV Timeouts

(27 in game TV Timeouts)
\$1500

Text to Win

Multiple options available

Player of the Month Award

\$1000 plus prize

Theme Jerseys

\$2000 Per set



Promotions

Corporate Season Tickets

\$330.00 + taxes

VIP Room

\$600 includes 40 tickets

Theme Nights

\$1000

Kids Get in Free Nights

\$1800

Billet Appreciation Night

\$1000

Teddy Bear Toss

\$700

7th Player

\$1500 plus jerseys





Specialty

Jersey Patches

Shoulders \$2500
Lower Back \$3000

Hockey Pants

1yr \$2500
3yr \$2200

Score for School Scholarship

\$1500 – presenting sponsor



Promotions

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
\$1200





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

Audio Visual

Big Screen

15 second commercials
30 second commercials
Custom packages &
pricing available

Website

Banner ad \$600 / Button
ad \$400

Instant Replay:

Video with logo plays on
big screen before EVERY
instant replay

Power Play or Penalty Kill:

Video plays on big screen
before every power play
or penalty.

50/50:

Logo is shown on
big screen when
winning numbers
and total jackpot
announced. Includes
PA announcements
throughout the game

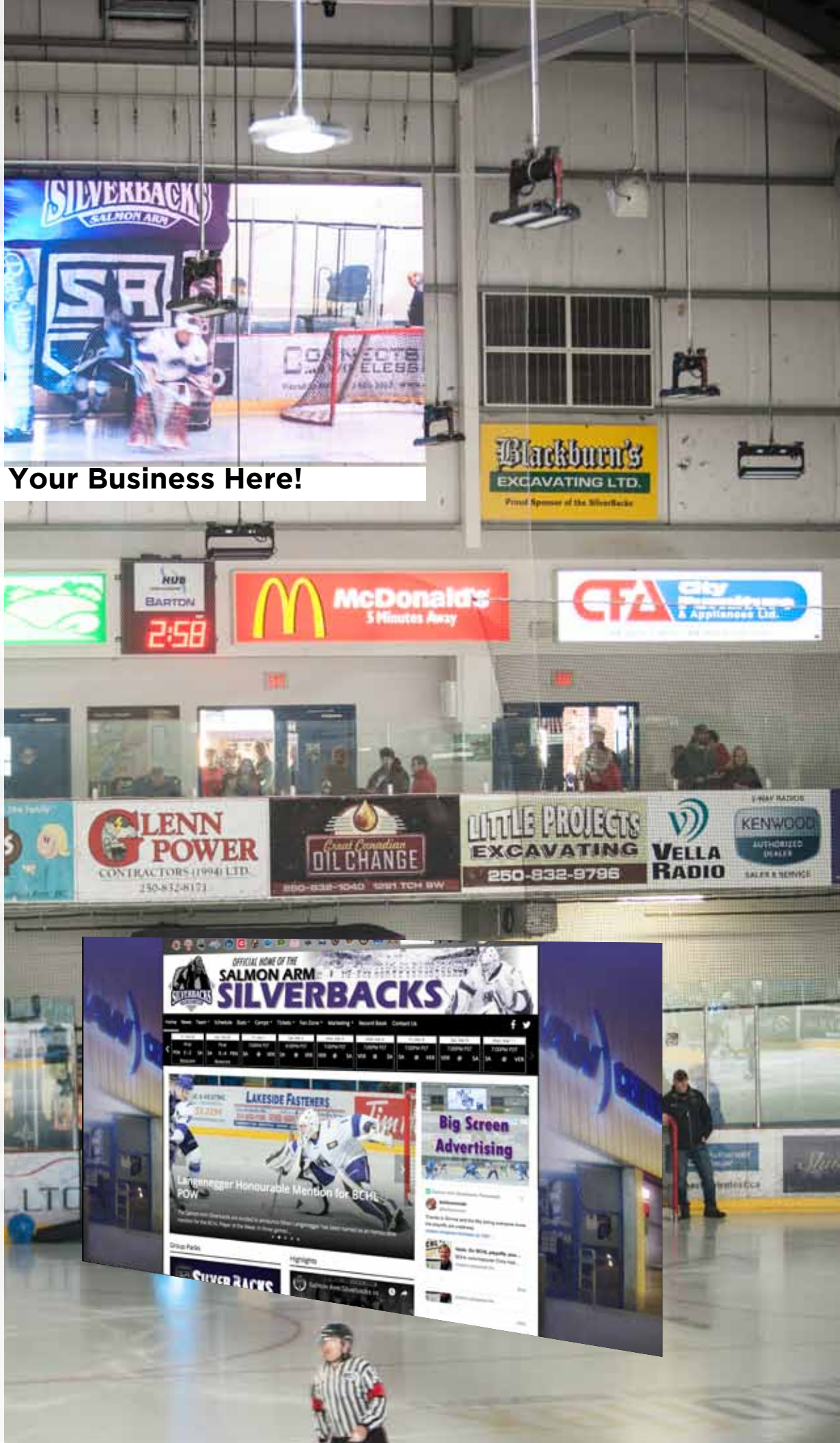
Dance/Kiss Cam:

Logo on screen during
the Dance or Kiss cam.

Goal

Announcement:

Logo on screen while
goal and assists are
announced.



Audio Visual

Starting Lineup:

Video before Starting lineup.

Make Some Noise:

Logo on screen during "Get Loud" video on big screen.

Period Scoring Summary:

Logo on screen during Period Score Summary

3 Stars:

Video before 3 stars, and logo with graphic on screen during announcement

Hit of the Game:

Shown during 3rd period, top hit of the game with your logo on the screen.

PA announcements included in all assets



www.sasilverbacks.com

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