



2024-2025

# PARTNERSHIP

OPPORTUNITIES

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# CONTACTS

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@SASilverbacks



@sasilverbacks



Salmon Arm Silverbacks



# ABOUT

## OUR START

Salmon Arm's twin sheet arena, built in 1999, was the pride of the community but the facility did not have a junior team until January 2001, when Salmon Arm was awarded an expansion franchise into the British Columbia Hockey League.

The team name was chosen through a local "Name The Team" contest and at the September 8th, 2001 home opener, the "Silverbacks" officially became the 16th franchise in the BCHL. Salmon Arm impressed everyone during their rookie season recording a 32-23-5 record for 3rd place in the Interior Conference and a berth into their first-ever playoffs as the Silverbacks. It was a great start for the expansion Silverbacks and brought Junior A Hockey back to the community of Salmon Arm.

## OUR STATS

### TEAM

The Silverbacks have an all-time franchise record of **703-483-91**

Over 180 players have been awarded NCAA scholarships. 16 players have either been drafted to or played in the NHL.

### HOME GAMES

Averages over the past 24 seasons , along with 15,000+ monthly web site and blog hits.

**39,000**

AVERAGE FANS PER YEAR

**200,000<sup>+</sup>**

VISITORS ANNUALLY

**1452**

AVERAGE FANS PER GAME



4.8k



5.9k



6.6k

# 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 of our partnership packages are customized to meet your goals and objectives.

## WE PROVIDE:

- Exposure in a highly visible arena
- 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

## LOCAL FANS SUPPORT LOCAL BUSINESS

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.



# ROGERS RINK

The Rogers Rink (formerly Shaw Centre) opened in 1999 and features a climate-controlled/twin-sheet facility. The main spectator rink has 1,525 theatre style seats and can accommodate up to 2,200 spectators. The ice is in use approximately 48 weeks of the year. The Salmon Arm Silverbacks Hockey Club is the major tenant of the Rogers Rink, however many other groups and events use the facility as well (see below).

## BUILDING FEATURES

- 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

## OTHER EVENTS

Salmon Arm Minor Hockey  
Shuswap Ringette  
Lacrosse  
Speed Skating  
Figure Skating  
SA Hockey School  
Adult Rec Hockey  
Old Timers Hockey  
Pro-Am Game  
Concerts

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)





# ICE LOGOS

## Ice Logos-End Zone

### Faceoff Circles

Pair of logos on either side of faceoff dot.  
Custom size.

1 year- \$3000

Multi-year- \$2800

## Ice Logos-General

1 year-\$3500

Multi-year-\$3200

## Ice Logos-Goal Line

27" x 24'

1 year- \$2500

Multi-year- \$2300

## Faceoff Dots

1 year- \$1500

Multi-year- \$1300

## Hucul Pond-End Zone

### Faceoff Circles

Pair of logos on either side of faceoff dot.  
Custom size.

1 year- \$900

Multi-year- \$600

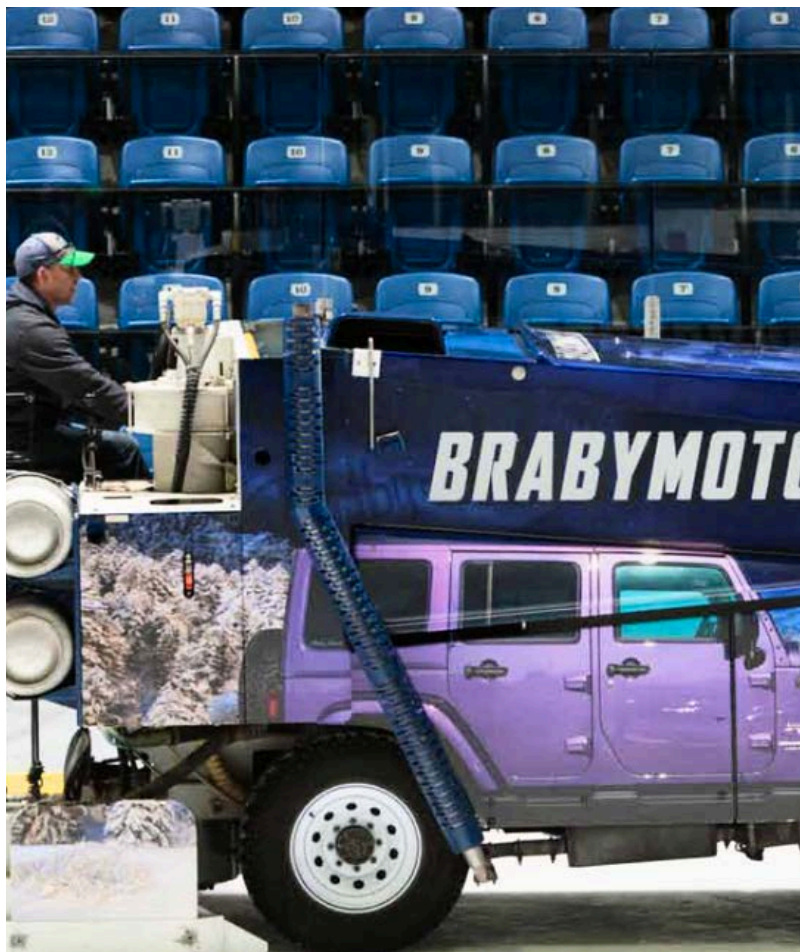
## Hucul Pond- General

1 year- \$1200

Multi-year- \$1000

*\*Multi-year contracts are billed annually in June.*





# SIGNAGE

*All signs must be done on a white background, and pre-approved by the marketing department. Multi-year is billed in June every season.*

## Backlit Sign

27" x 9'

1 year- \$3000

Multi year- \$2700

## Score Clock

Upper

1 year- \$2000

Multi-year-\$1800

Sides

1 year-\$3000

Multi-year-\$2700

## Red Line

1 year- \$700

Multi-year- \$500

## Blue Line

1 year- \$900

Multi-year- \$700

## Penalty Box

27" x 24'

1 year- \$3000

Multi-year- \$2400

## Team Bench

27" x 24"

1 year-\$3000

Multi-year-\$2400

## Concourse Sign

47" x 8'

1 year- \$2200

Multi-year- \$1900

## Rink Boards

*Boards around ice surface*

## Spectator Rink:

1 year-\$2500

Multi-year-\$2200

## Hucul Pond:

1 year-\$1000

Multi-year-\$650



# SIGNAGE

## Pillar Wraps

24" x 8' x 14' Pillars

1 year- \$4000

Multi-year- \$3600

## Water Fountains

24" x 32"

3 for \$1800

## 3M Floor Graphics

Custom Sizes

1 year \$1200

Multi-year- \$1000

## Upper Lobby Signage

10" x 34"

1 year-\$1200

Multi year- \$1000

## Standings Board

10" x 34"

1 year-\$1200

Multi-year-\$1000

## Goal Post Wrap

1 year= \$1500

Multi-year- \$1300

## Washroom Signs

17" x 11"

3 for \$600

## Front Entrance

### Stair Risers

1 year- \$1500

Multi-year- \$1300

## Zamboni Wrap

1 year- \$4000

Multi-year-\$3700



# IN GAME PROMOTIONS

## Mascot Jersey Logo

*Business logo printed on Kong jersey.*

**1 year-\$1500**

**3 year-\$1000**

## Shoot to Win

*Sponsor of Shoot to Win intermission games.*

**6 Games-\$1200 plus product**

**4 Games-\$800 plus product**

## Intermission Games

*Custom intermission game*

**6 Games-\$1200 plus product**

**4 Games-\$800 plus product**

## Birthday Sponsor

*Social Media title sponsor of all Player/Staff Posts.*

*Business name announced for all birthday wishes, and displayed on LCD screen during game for fan birthdays.*

**\$2000 plus product**

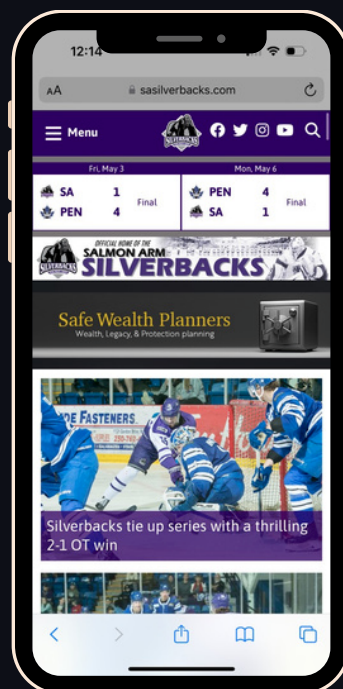
## Text to Win

**Multiple options available**

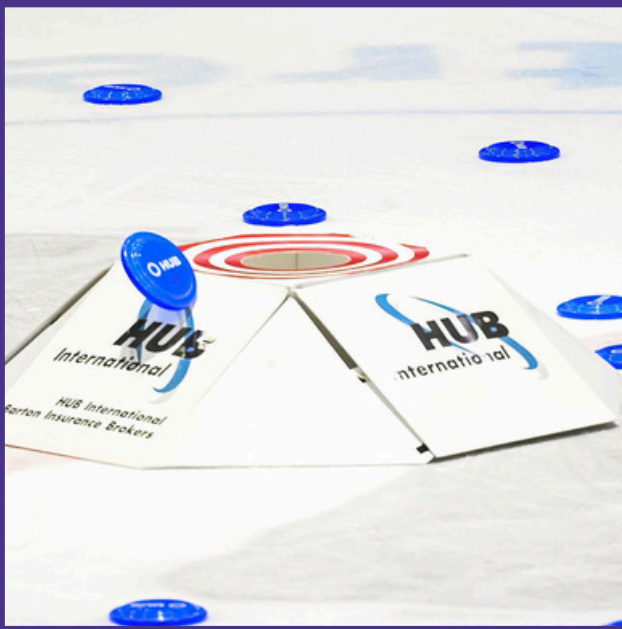
## National Anthem

*Presenting sponsor of National Anthem at each game.*

**\$1000**



# IN GAME PROMOTIONS



## Pre-game Show

*Title Sponsor of our pre-game show hosted on Flo-hockey and posted to all social platforms. Includes all regular season and playoff home games.*

**1 year-\$2000**

**3 year-\$1500**

## Lucky Fan

*\*Your business\* lucky fan of the game. Business displayed on LCD screen and announced in game. Includes 10 home games.*

**\$1000 plus product**

## Lucky Row

*\*Your business\* lucky row of the game. Business displayed on LCD screen and announced in game. Includes 10 home games.*

**\$1000 plus product**

## Season Ticket Holder Giveaway

*\*Your business\* season ticket holder of the game. Business displayed on LCD screen and announced in game. Includes all 23 regular season home games.*

**\$1500 plus product**



# SPECIAL PROMOTIONS

## Player of the Month Award

*Title sponsor of player of the month. Business displayed on all social media player of the month graphics. Player spotlight at business.*

**\$1200 plus monthly prize**

## Kids Get in Free Sponsor

*Title sponsor of Kids get in Free. Includes: Your business information displayed on the game ticket, Social media posts as the presenting game sponsor, Name on our website and ticketing sites, In game PA Announcement & LCD Screen graphics, business opportunity to set up draws/giveaways.*

**\$1800 -One Regular Game Sponsor**

**\$1500-One Playoff Game Sponsor**

**\$19,500- Half Season Sponsor**

**\$35,000- Season Title Sponsor**

+ 10 tickets to sponsored game

+ 10 tickets to sponsored game

+ receive 30 Flex Tickets

+ receive 2 season tickets, 10 Flex Tickets

## Billet Appreciation Night

*Title Sponsor of Billet Appreciation night. Business name displayed on all billet invites, website, social media posts, and in- game audio announcement/graphic. Host of pre-game dinner and/or appetizers for all billet families.*

**\$1500**

## 3 STARS

*Includes announcement and graphic before 3 stars are announced every game, 10x34 board in lobby, and special presentation during first playoff game or awards night.*

**\$2000 + 3 player gifts**

## Scholarships

**Score for School Scholarship Presenting Sponsor- \$1500**

**Adopt a School and Community Scholarship- \$2000**

# GEAR AND HARD GOODS

## Jersey Patches

Shoulders \$2500

Lower Back \$3000

## Hockey Pants

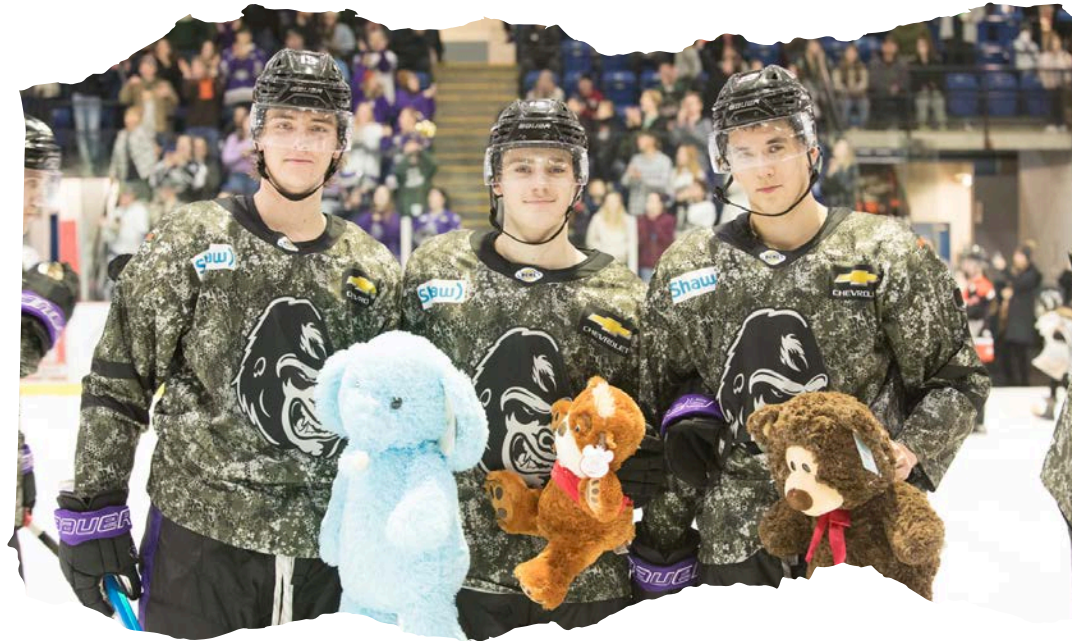
1yr \$2500

Multi-year- \$2200

## Player Helmets

1 yr-\$2200

Multi-year-\$2000



## Theme Night Sponsor

*Title sponsor of themed night. Includes custom themed jerseys, social media posts, and intermission/timeout audio visual slots.*

**\$3500 per night**

## Game Pucks

*Logo on all game pucks during the season.*

**\$1600**

## 7th Player

*Title sponsor of 7th player youth program. Business name displayed on youth jersey, and PA announcements at every regular season game.*

**\$2500**

# AUDIO VISUAL

## Specialty Video Sponsor

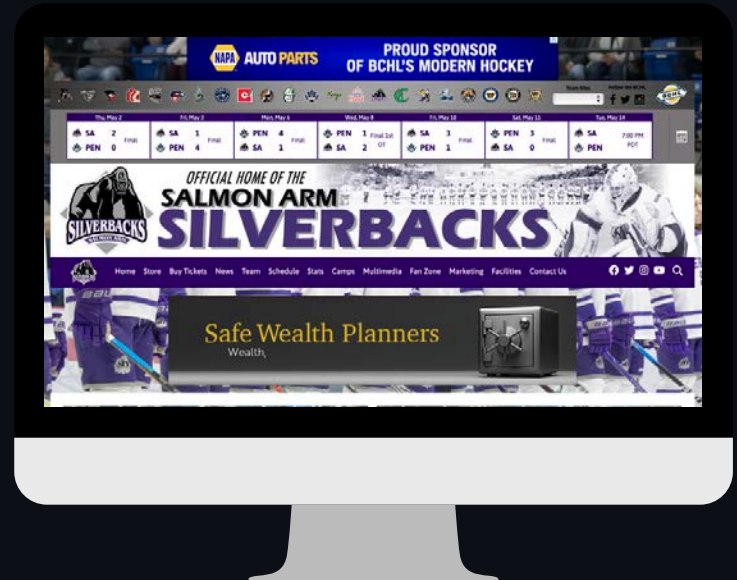
Title Sponsor of our pre-game hype videos, and specialty video content. Displayed before every home game, and posted on all social platforms.

**\$5000 per season**

## Website

Business banner advertisement on website home page with button.

**\$800 per season**



## LCD Special Promotions

Title sponsor of below. Includes in game graphic on LCD screen during all regular season and playoff home games.

Power Play  
Instant Replay  
Penalty Kill

**\$1600 per season**

## In Game Promotion

PA announcement with custom graphic displayed once per regular season home game.

**\$1500 per season**

## Dance Cam

Title sponsor of in-game dance promotion.  
10 home games included.

**\$1000 per season**



# AUDIO VISUAL



## 50/50 Title Sponsor

*Title Sponsor of 50/50 draws. Business displayed digitally and announced during all 50/50 draws.*

**\$2500 per season**

## Goal Announcement

*Logo on screen while goals and assists are announced.*

**\$1600 per season**

## Make Some Noise:

*Title Sponsor of "Lets get Loud" game announcements.*

**\$1500 per season**



## Hit of the Game

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

**\$1500 per season**

# PRINT

## Program Ads

2,500 printed and sold at every Silverbacks home game.

- Back 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

2,500 printed and sold at every Silverbacks home game.

**\$500** – 1" x 5"

## Ticket Backs

(include promotion for business or logo)

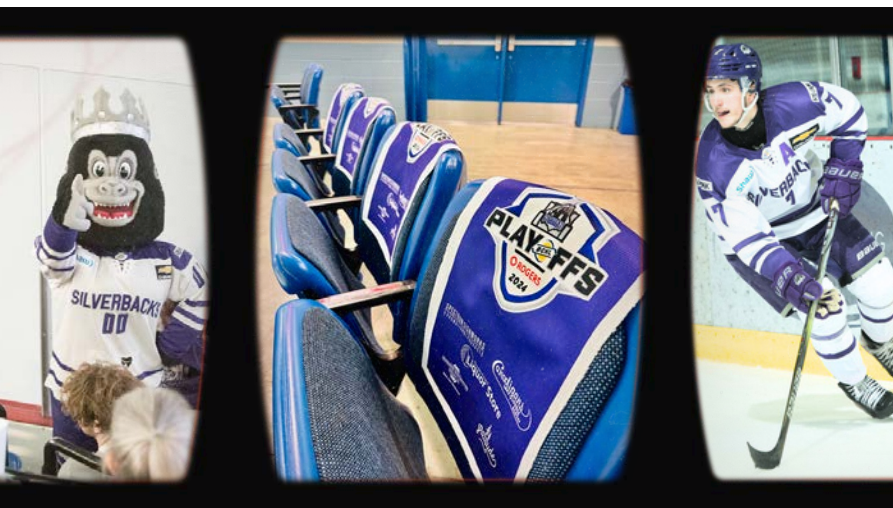
**\$1000** -for 15,000 tickets

**\$1000**- Digital e-ticket

## Playoff Rally Towel

6 spots available- logo on playoff rally towels

**\$1500**



## Signing Booth

**\$1500** – custom graphics

## Hockey Cards

**\$1500** - for 7,500 cards

## Pocket Schedule

**\$750** – 3.5" x 2" – 5,000

## Magnet Schedule

**\$750** – 1" x 1.75" – 2,500



# POLICIES

- Multi-year contracts are billed in June of each year.
- 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.
- 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 Rogers Rink & BCHL.
- Prices are subject to change without notice.

# PROCESS

If you have any questions about the sponsorship process, please contact us!

**Alexandra-director@sasilverbacks.com**

**Kierra- office@sasilverbacks.com**

- Contact our marketing team for availability!
- A contract with all partnership details will be sent via email (physical copies also available on request).
- Your sponsorship will be held for 5 days from the day it was sent.
- Read through and sign your contract, make payment.  
*A signed contract, along with payment must be received to secure the sponsorship. If not received within a 5 day time frame, the sponsorship is no longer held and open for others.*

## How to make a payment:

- E-transfer **admin@sasilverbacks.com** -no question is necessary as auto-deposit is activated. Please specify your company in memo.
  - Pay in the box office- we accept Cash, Debit, Mastercard, Visa, and Amex, Cheque.
- You will receive confirmation once payment/contract have been received and next steps for your sponsorship!

*We look forward to welcoming you as our  
Corporate Partner!*

# NOTES

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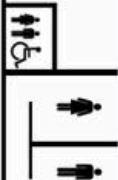


SALMON ARM  
SILVERBACKS

VIP LOUNGE

CONCESSION

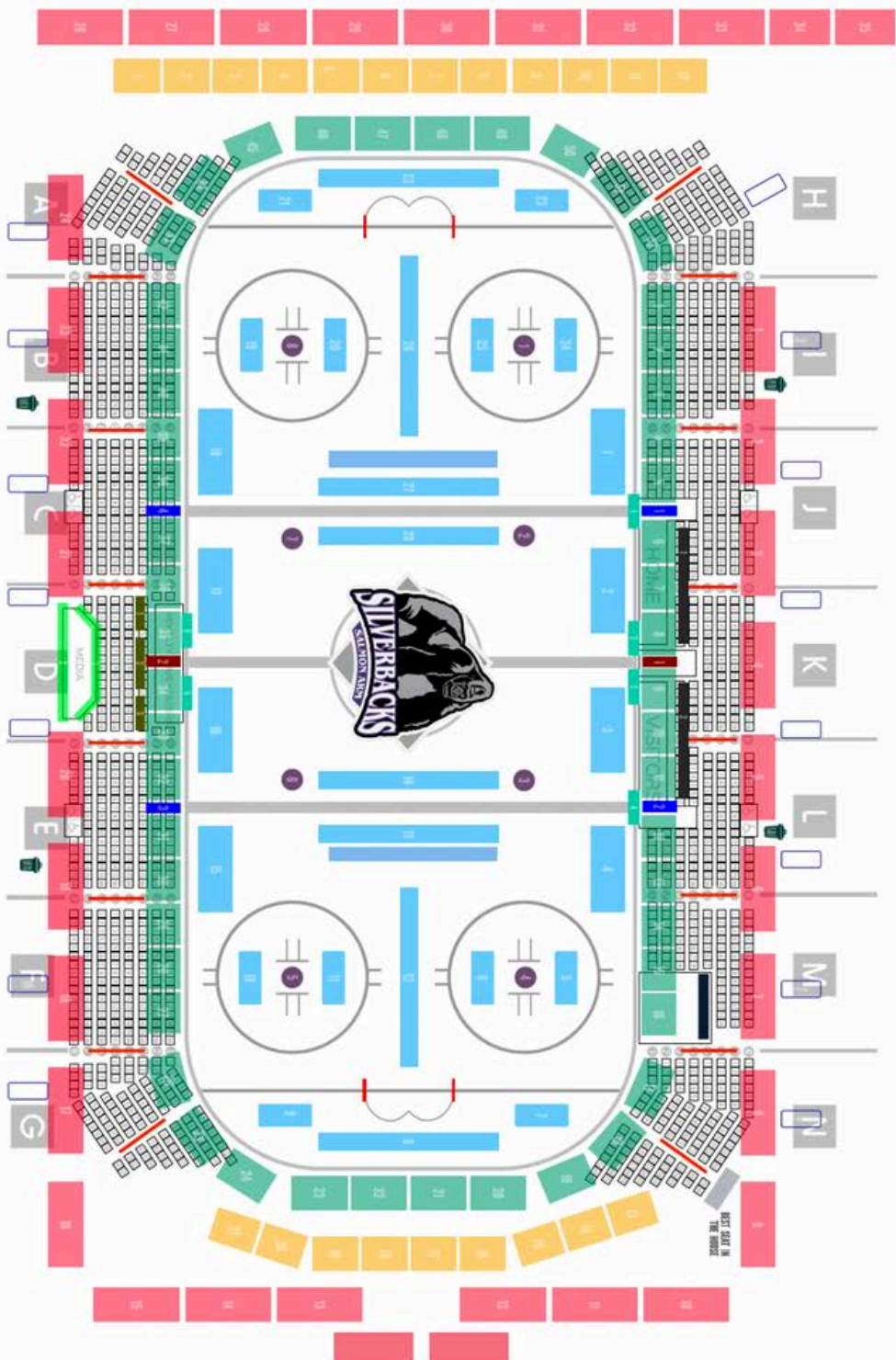
HIGH PERFORMANCE  
CENTER



ADVERTISING LAYOUT

- GOAL POSTS
- ZAMBONI GATE
- PLAYERS BENCH
- SCORE CLOCK
- PENALTY BOX
- PILLARS
- STARCAST
- B.S.I.T.H.
- ZAMBONI
- MEDIA BOOTH
- GATES
- RED LINE
- BLUE LINE
- ICE SURFACE
- BACKLIT
- LED DANCE FLOOR
- RINK BOARDS
- FACEOFF DOT
- GARBAGE CAN

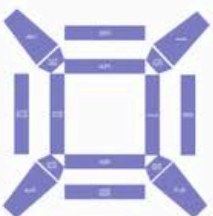
CONCESSION



ZAMBONI



SCORE CLOCK





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