



Okanagan Lakers Advertising Guide

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About the Okanagan Lakers

Established in 2021, the Lakers are entering their second season as a member of the BC Intercollegiate Hockey League. As a collegiate team, the Lakers are full time student-athletes registered at both UBC Okanagan and Okanagan College. Lakers home games for the 2022-23 season will be played at the CNC Arena in Kelowna. All Lakers games will be broadcast live via PPV on HockeyTV.

For more information please visit us online at www.okanaganlakers.com

About the BCIHL

Over 800 Canadian junior hockey graduates have continued their competitive career while earning post-secondary education in the BCIHL since 2006. The BCIHL promotes academic success, health and safety, and a highly competitive brand of hockey. Current teams include SFU, UVIC, VIU and the Okanagan Lakers, with new expansion teams taking shape today in Kamloops and Chilliwack.



Online Advertising

Website & Social Media Advertising (\$500 - 1,000/year)

The new okanaganlakers.com is SEO and mobile-optimized to generate the highest organic traffic possible. Our marketing staff will generate 1-2 articles per week over the course of the season, combined with our stats/standings and our player profile pages, our website is expected to generate over 100,000 page views per year. The Lakers also engage heavily in social media with viral photo and video content throughout the season.

With these online platforms we can generate traffic for your website or social media accounts by incorporating your name & branding into our viral digital content in a number of ways.

Pricing:

Player profile page sponsorship: \$600/year

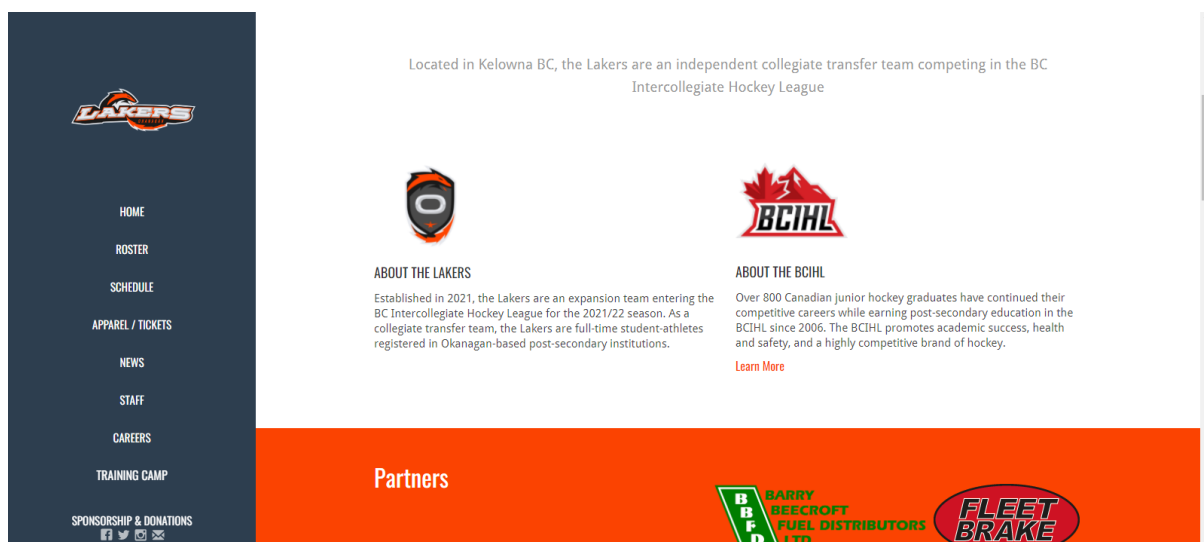
Your link & logo on one Okanagan Lakers Player Profile, linked from every article, pre & post-game recap that references that player.

Homepage advertising: \$750/year

Your link & logo on the okanaganlakers.com homepage (limited availability)

Website & social broad campaign: \$1,000/year

Your link & logo on 50 written articles posted on the okanaganlakers.com homepage and shared via social media. Articles stay up permanently in our news database.



Apparel Advertising

Clothing (\$1,500 - \$2,000/year)

Every year the Lakers supply the players with a player apparel package. This sponsor package helps cover these annual expenses. Lakers players wear official team clothing on campus, in the gym, on the road and during the many community events we participate in each year. Sponsor logo will be placed on specific piece of apparel.

Pricing:

T-shirts: \$1,500/year

Hoodies: \$1,500/year

Tracksuits: \$2,000/year



Leg Patch (\$1,750/year)

Every year the Lakers replace their pant shells. This sponsorship helps pay for this expense. The black Lakers pant shells have space for white embroidered logos, which are seen by fans as well as in countless photos/videos online, in print publications, at events and shared on social media throughout the year. Limited availability.

Jersey Patch (\$2500/year)

The Lakers purchase new jersey's on a two year rotation. This means every year we are replacing one set (year 1 - home jersey / year 2 - away jersey). Help the Lakers fund this expense by purchasing this package! Space for a full-color jersey patch is available on our jerseys. Jerseys are seen by fans as well as in countless photos/videos online, in print publications, at events and shared on social media throughout the year. Limited availability.



Helmet Decal (\$1,750/year)

The Lakers provide each incoming player a new helmet. The helmet is our most important piece of equipment. Full colour logo placed on left and right side of every Lakers helmet. Helmets are worn for all games and practices, and sponsor logo will be visible to the community every time the Lakers hit the ice! Your logo will get prime exposure with every social media post, print, and broadcast that show your Lakers in action! Help the Lakers stay healthy and concussion free by sponsoring our helmet decals!



Event Advertising

Game Night Sponsorship (\$1,000/game)

Your business becomes an official game sponsor with this package. Advertising includes ticket & promotional poster logos, lineup advertising, in-game mentions over the PA system, broadcast advertising, website & social media advertising. 50 tickets will be donated to a charity of your choice. A booth in the upper lobby will also be allocated for your business for promotional or other fan-friendly purposes.

In Game Announcement Sponsorship (\$500/year per category)

Purchase the rights to a specific in game announcement. Announcements are purchased on an annual basis.

- Period Sponsor
 - Your Lakers first period iOS brought to you by SPONSOR XXX
- Lakers Goal Sponsor
 - Your Lakers 5th goal is brought to you by SPONSOR XXX
- Lakers Power Play Sponsor
 - Your Lakers Power Play is brought to you by SPONSOR XXX

Broadcast Advertising (\$750/year)

Using the streaming service HockeyTV, Lakers games are broadcast in high-definition to fans across Canada. Our broadcast team consists of top Radio Broadcast students. Advertising opportunities exist throughout the broadcast in the form of audio mentions (for example, your third period scoring summary brought to you by Tourism Kelowna).



Additional packages

Technology Sponsor: \$2,000

Each season the Lakers purchase licenses for video editing software and analytics programs. Help the Lakers stay up to date with the most current data for our players. Technology sponsors will receive the following

- 2 in game announcements (1st and 2nd period)
- Logo on website
- Social media post 1 per month
- Logo on all print material

Fuel Sponsor: \$2,500

The cost of fuel is a rising cost for our community, and the Lakers have been impacted like most. Rising fuel costs have raised the price of our Coach Bus contracts. Help the Lakers offset the cost of rising fuel prices. Fuel sponsorship includes:

- 2 in game announcements (1st and 2nd period)
- Logo will be printed alongside the Lakers logo on a large magnet, which will be placed on both sides of the coach bus.
- Logo on all print material
- Social Media post 1 per month
- Logo on website

Equipment Sponsor: \$1000

The Lakers are a full service program that provide players with various supplies and pieces of equipment including but not limited to water bottles, stick tape, sock tape, skate laces, medical supplies, skate and equipment repair tools. Help the Lakers provide all the little things that make the college hockey experience a lifetime experience. This package includes:

- 1 in game announcement (1st period)
- Logo on all print material
- Logo on website
- 1 social media post per month

CNC Rink Board Sponsor: \$3000 / 12 months

Here is your chance to advertise to the entire Okanagan ice sports community while supporting the Lakers! Purchase an annual rink board at the home of the Lakers, Capital News Centre Arena 1 (CNC Arena). CNC Arena 1 is not only home to the Lakers, but also plays home to minor hockey, figure skating, public skating, and Ringette. Expose your brand to hundreds of families a daily!

