



WELCOME TO YOUR TEAM!



PARTNERSHIP & ADVERTISING OPPORTUNITIES

FOR MORE INFORMATION CONTACT
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WELCOME TO YOUR TEAM!

It's more than just a game. The Mississauga Hockey League is the best choice to connect your brand with a well-rounded team. You'll be part of a vibrant hockey community that teaches life skills.

The benefits to your brand are clear:

- Hockey's positive values will reflect well on your brand;
- You'll align your brand with the most enduring and popular community sport;
- You'll connect directly to a vast network of Mississauga's kids, parents, coaches, officials, and volunteers.

**19,000 Parents
& Family Members**

**1,500 Coaches,
Officials & Volunteers**

**Mississauga
Hockey League**

**6,500
Athletes**

THE LOYALTY OF PARENTS

Hockey moms and dads are a dedicated group. They spend hundreds of hours each season making sure their kids get to their practices and games.

They're rarely acknowledged for their contributions to our communities. Brands that acknowledge and reward parents will gain their deep appreciation and loyalty, and they will share their loyalty to your brand with others.

THE MHL'S REACH: A CITYWIDE NETWORK



THE 8 MHL ASSOCIATIONS

The Mississauga Hockey League is comprised of eight associations and a total of 422 teams. Each association attracts players from all across the city – not just within their region – and games are played at rinks throughout Mississauga.

The MHL's inclusive, open approach gives parents and kids unique opportunities to build lasting friendships with families beyond their own neighbourhoods – and for brands to connect directly with those families.

MISSISSAUGA'S ETHNIC COMMUNITIES

Hundreds of South and East Asian kids currently play hockey in the MHL, and the Mississauga Hockey League has made it a priority to expand its reach in the city's ethnic communities. Programs such as Malton Shiny and Got Hockey! are introducing skating and ice hockey to new Canadians. As well, the MHL is conducting outreach campaigns and developing programming and events specifically for Mississauga's South and East Asian communities.



WHAT THIS MEANS FOR YOUR BRAND

GOODWILL

Align your brand with the MHL's altruistic values and your brand will be cast in a positive light.



Safety: We have children's safety at heart. We're a non-contact (no body-checking) league that promotes fair play.

Fun: Above all, the MHL is about fun! We promote healthy competition in a pressure-free atmosphere.

Inclusivity: Everyone is welcome in the MHL.

Skills: We promote life skills like respect, sportsmanship, discipline and teamwork.

Passion: Kids love hockey! You can see the pride in their eyes when they put on their jersey.

Friendship: The MHL is a social experience where friendships are forged for life.

Connectivity: We are the hub of hockey in Mississauga. We unite parents, kids and our corporate sponsors, creating opportunities for everyone.



WHAT THIS MEANS FOR YOUR BRAND

BRAND ALLEGIANCE



The MHL is your entry point to a city-wide network of players, parents, coaches, volunteers and regional associations.

Directly connect with this captive and highly focused demographic. Also gain ancillary exposure via the MHL's 2013/14 marketing outreach to the public at large.

When you invest in the MHL, you invest in the future of community hockey. As a not-for-profit organization, the MHL directs your investment back into hockey education programs that will directly benefit coaches and players and community hockey as a whole.

Connect directly to this unique demographic – access that only the MHL can offer.

WHO WILL YOU REACH?

- Parents & extended families, coaches, officials and players
- Suburban
- 35-54 years of age
- White collar professional careers
- \$100K + annual household income
- Highly educated
- Growth market: Mississauga's ethnic communities with a focus on South and East Asian



Parents' brand allegiance and purchase intention increases dramatically for brands that invest in their child's well-being.

SOURCE:

"Influential Factors in Customer's Brand Image of the Sponsor",
CSCanda International Business and Management, 2012.

WHAT THIS MEANS FOR YOUR BRAND

RETURN ON INVESTMENT



The MHL offers dozens of opportunities to get your brand in front of Mississauga's parents, kids and coaches – from entry-level sponsorship at community rinks and MHL events, to full program sponsorship. We will tailor the activation package to your needs.

Opportunities include:

- Couponing and product sampling with players, parents, coaches and volunteers.
- Direct contact with MHL members via regular e-blasts.
- Customized online and social media cross-promotions.
- Exposure to Mississauga's South Asian and East Asian audiences via the MHL's 2013/14 marketing outreach.



MISSISSAUGA HOCKEY LEAGUE PARTNERSHIP PACKAGES

PLATINUM PACKAGE

ONLY 1 AVAILABLE: \$150,000/YEAR

Package Description

1. Category Exclusivity (i.e. "Official __ of the MHL")
2. * **Title Sponsorship of MHL e-newsletter & link to your website**
3. * **Title Sponsorship of Playoff Championship trophies**
4. * **Jerseys: Logo/crest on front of all player jerseys**
5. Direct distribution of promo info and/or offers to players & coaches 3x/year
6. MHL website: Home page logo; listing as "Official __ of the MHL; company description
7. MHL website: Big Box ad on all interior pages
8. * **MHL e-News: Sponsored content 4x/year**
9. Parent Guide: Logo; listing as "Official __ of the MHL"
10. Parent Guide: Full page ad, back cover
11. Yearbook: Logo; listing as "Official __ of the MHL"
12. Yearbook: Full page ad, back cover
13. * **Coach ID cards: Logo, corporate message**
14. * **Coach ID card lanyards: Logo**
15. Sponsored event(s) (e.g. Family Fun Skate)

* **Exclusive to Platinum package only**

Reach

8,500 players/coaches 10 times/year... 85,000 impressions
52 series x 40 player/coaches = 2,080 impressions
 6,500 player jerseys
 8,500 players/coaches 3 times/year... 25,500 impressions
 570,000 visits per year
 812,500 page views/year
 8,500 players/coaches 4 times/year... 34,000 impressions
 1,000
 1,000
 1,000
 1,000
 2,000
2,000
 tbd



MISSISSAUGA HOCKEY LEAGUE PARTNERSHIP PACKAGES

GOLD PACKAGE

ONLY 3 AVAILABLE: \$50,000/YEAR

Package Description

1. ** Category Exclusivity (i.e. "Official __ of the MHL")
2. * **Title Sponsorship of 1 MHL Event (e.g. Atom Challenge)**
3. * **Title Sponsorship of Series Winner plaques**
4. **Title Sponsorship of MHL Scholarship Awards**
5. ** MHL website: Home page logo; listing as "Official __ of the MHL"; company description
6. Direct distribution of promo info and/or offers to players & coaches 3x/year
7. ** MHL website: Home page logo; listing as "Official __ of the MHL; company description
8. ** MHL website: Big Box ad on all interior pages
9. ** MHL e-News: Logo; listing as "Official __ of the MHL"; link to your website
10. * **MHL e-News: Sponsored content 3x/year**
11. ** Parent Guide: Logo; listing as "Official __ of the MHL"
12. ** Parent Guide: Full page ad
13. ** Yearbook: Logo; listing as "Official __ of the MHL"
14. ** Yearbook: Full page ad

* **Exclusive to Gold Package only**

** Exclusive to Gold and Platinum Packages only

Reach

TBD

52 series x 40 player/coaches = 2,080 impressions

8+ players/year, each receive Scholarship of up to \$1,000

570,000 visits/year

8,500 players/coaches 3 times/year... 25,500 impressions

570,000 visits per year

812,500 page views/year

8,500 players/coaches 10 times/year... 85,000 impressions

8,500 players/coaches times/year... 25,500 impressions

1,000

1,000

1,000

1,000



MISSISSAUGA HOCKEY LEAGUE PARTNERSHIP PACKAGES

SILVER PACKAGE

ONLY 15 AVAILABLE: \$12,500/YEAR

Package Description

1. Direct distribution of promo info and/or offers to players & coaches 2x/year
2. MHL website: Home page logo; company description
3. MHL website: Rotating Big Box ad on all interior pages
4. MHL e-News: Logo; link to your website
5. MHL e-News: Sponsored content once per year
6. Parent Guide: Logo
7. Parent Guide: Half page ad
8. Yearbook: Logo
11. * **MHL Annual Golf Tournament in support of Play-More:**
Sponsorship of 1 hole (logo placement)
Tournament participation for 2 people (golf, with power cart, and dinner)
Logo placement in tournament program
Recognition & introduction of company representation at dinner

* Exclusive to Silver Package only

Reach

8,500 players/coaches 3 times/year... 17,000 impressions
 570,000 visits per year
 812,500 page views/year
 8,500 players/coaches 10 times/year... 85,000 impressions
 8,500 recipients
 1,000
 1,000
 1,000
tbd



MISSISSAUGA HOCKEY LEAGUE PARTNERSHIP PACKAGES

BRONZE PACKAGE

\$5,000/YEAR

Package Description

1. Direct distribution of promo info and/or offers to players & coaches 1x/year
2. MHL website: Home page logo; company description
3. MHL E-News: Logo
4. MHL E-News: sponsored content (promotional info and/or offers) 1x/year
5. Parent Guide: Logo
6. Coach Guide: Logo

Reach

8,500 players/coaches
570,000 visits/year
8,000 recipients X 9 e-blasts = 72,000 impressions
8,000 recipients
5,000
2,000

SPECIAL EVENT SPONSORSHIP

ONLY 1 AVAILABLE: \$25,000

Package Description

1. Title sponsorship of MHL South Asian Day and East Asian Day
2. Direct Mail outreach to promote events: 1 full panel dedicated to your company's information and your special offer/couponing
3. MHL website: page dedicated to the 2 special events (with name & logo)
4. MHL E-News: promo of the 2 special events in 2 e-blasts (with name & logo)

Reach

2 special events in Fall 2013 at MHL rinks
150,000 Mississauga households focusing on areas with highest concentration of South & East Asian residents
170,000 visits (Aug, Sept, Oct)
8,000 recipients X 2 e-blasts = 16,000 impressions