



CORPORATE PARTNERSHIP GUIDE

ABOUT US

The Soo Greyhounds, playing out of the GFL Memorial Gardens in Sault Ste. Marie ON, are the most northern and western team in the Ontario Hockey League (OHL). The Greyhounds have been a member club of the OHL (formerly the Ontario Hockey Association) since 1972 and will celebrate our 50th Anniversary during the upcoming 2021-22 season!

The Greyhounds have a loyal local fanbase that extends across the Algoma Region and into Northern Michigan. Greyhounds' games are the entertainment of choice for locals and tourists alike, attracting 4000 fans a game! Local fans ritually brave the cold, dark winter nights to gather with friends and family and cheer on their Hounds. The Greyhounds take pride in providing our Corporate Partners with advertising and promotional opportunities that engage our fans and community!

BRAND REACH

- ✓ Radio Broadcasts: All home and away games are broadcast on Rock 101 which has a broadcast reach of up to 140,000
- ✓ Television: Most Canadian games airing on Shaw TV
- ✓ Online: All games streamed in HD on OHL Live
- ✓ Print: exposure through articles in The Sault Star
- ✓ Web: exposure through articles on sootoday.com and saultstar.com
- ✓ Soogreyhounds.com: 400,000+ page visits from over 175,000+ users in 2019

SOCIAL MEDIA



@soogreyhounds (12,700+ followers)



@OHLHoundPower (21,700+ followers)



@OHLHoundPower (10,600+ followers)

ACHIEVEMENTS

- 13 - Regular Season Division Champions
- 5 - Regular Season League Champions
- 7 - Western Conference Playoff Champions
- 3 - OHL Playoff Champions
- 4 - Memorial Cup Appearances
- 1 - Memorial Cup Champions
- 43 - World Jr. Championship Appearances
- 146 - Players Drafted to the NHL
- 19 - 1st Round NHL Draft Picks

NOTEABLE ALUMNI

Wayne Gretzky, Ron Francis, Paul Coffey, Adam Foote, Rick Tocchet, Craig Hartsburg, Steve Sullivan, Trevor Daley, Joe Thornton, Jeff Carter, Jake Muzzin, Darnell Nurse, Colin Miller, and Matt Murray to name a few!



**2018 - Western Conference Playoff Champions*



SOO STATISTICS

ATTENDANCE

- ✓ Building Capacity: 4,928
- ✓ Avg. attendance (last 5 seasons): 4,079
- ✓ Season Ticket Holders (2019-20): 2,855
- ✓ Attendance by Age:
 - ✓ Under 12: 8%
 - ✓ 13 – 25: 5%
 - ✓ 26 – 59: 40%
 - ✓ 60+: 47%

GFL MEMORIAL GARDENS

- ✓ Premier location for minor hockey, trade shows, concerts, conventions, and sporting tournaments.
- ✓ Estimated 400,000 visitors per year.

SAULT STATISTICS

POPULATION (2016): 73,368

- ✓ Population by Age:
 - ✓ Under 14: 14%
 - ✓ 15 – 24: 12%
 - ✓ 25 – 59: 44%
 - ✓ 60+: 30%
- ✓ Household Income (2016):
 - ✓ 50k – 99k: 32%
 - ✓ 100k – 149k: 16%
 - ✓ 150k – 199k: 6%
 - ✓ 200k+: 3%

WHAT WE HAVE TO OFFER

- ★ ARENA ADVERTISING
- ★ VIDEOBOARD ADVERTISING
- ★ BROADCAST ADVERTISING
- ★ DIGITAL ADVERTISING
- ★ PRINT ADVERTISING
- ★ TICKETS & HOSPITALITY
- ★ IN GAME EXPERIENCES
- ★ COMMUNITY ENGAGEMENT



ARENA ADVERTISING

- ✓ **PLAYING SURFACE ADVERTISING**
- ✓ **BOWL ADVERTISING**
- ✓ **CONCOURSE ADVERTISING**
- ✓ **BATHROOM ADVERTISING**



PLAYING SURFACE ADVERTISING

1. GLASS WRAP
2. ICE LOGOS
3. PLAYERS BENCH DECAL
4. PENALTY BOX DECAL
5. RINKBOARDS
6. ZAMBONI WRAP



ARENA ADVERTISING

BOWL ADVERTISING

1. 2ND TIER BANNERS
2. ARENA RIBBON
3. CENTER ICE BANNERS
4. ILLUMINATED SIGNS
5. STAIR FACES
6. STAIR RAILINGS
7. TUNNEL COVERS



ARENA ADVERTISING

CONCOURSE ADVERTISING

1. DOOR & WINDOW WRAPS
2. ELEVATOR DOOR WRAPS
3. FENCE PANELS
4. FLOOR DECALS
5. PILLAR WRAPS
6. SECTIONS SIGNS
7. WALL SIGNS

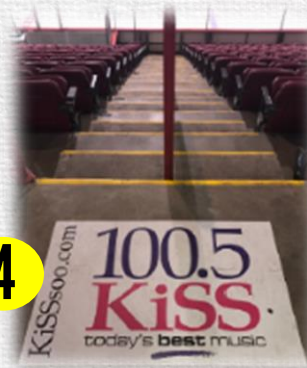
3



6



4



1



7



5



ARENA ADVERTISING

BATHROOM ADVERTISING

1. ENTRANCE SIGN
2. MIRROR DECALS
3. STALL DOOR/URINAL ADS
4. STALL WRAPS



ARENA ADVERTISING

VIDEOBOARD ADVERTISING

- ✓ ADS
- ✓ GIVEAWAYS & GAMES
- ✓ FEATURED CONTENT



NEW STATE OF THE ART VIDEOBOARD FOR 2021-22

NHL Style videoboard with digital upper and lower rings and corner panels!



ADS

✓ IN GAME AD (DURING PLAY)

Location: Upper ring & corner panels

Length / Occurrence: :15 seconds / 3x (1x per period)

*text & logo only, no audio

✓ INTERMISSION AD

Location: Main screen, upper ring & corner panels

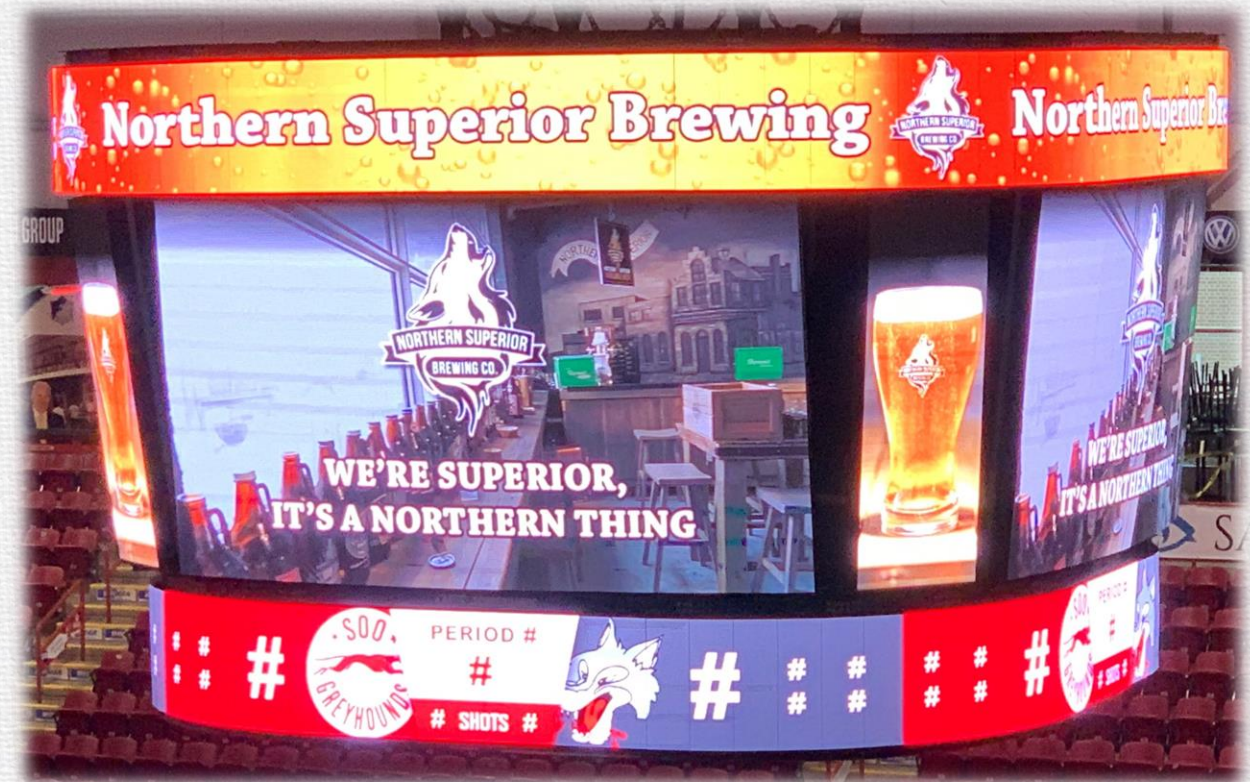
Length / Occurrence: :30 seconds / 3x

(Pre-game, 1st Intermission, 2nd Intermission)

✓ STOPPAGE OF PLAY AD

Location: Main screen, upper ring & corner panels

Length / Occurrence: :15 seconds / 1x



VIDEOBOARD ADVERTISING

GIVEAWAYS & GAMES

1. IN STAND GAME (TV TIMEOUT)

Location: Main screen, upper ring & corner panels

Length / Occurrence: :45 seconds / 1x

* includes Game Night Host and Game Night Staff

1



2. INTERMISSION GAME

Location: Main screen, upper ring & corner panels

Length / Occurrence: 3 minutes / 1x

* includes Game Night Host and Game Night Staff

* includes on ice activation

2



VIDEOBOARD ADVERTISING

FEATURED CONTENT — *Tie your brand to a specific moment in the game!*

- ✓ Attendance
- ✓ Opening Faceoff
- ✓ Shots on Goal
- ✓ Dance cam
- ✓ Out of Town Scoreboard
- ✓ Starting Lineups
- ✓ First Greyhounds Goal
- ✓ Penalty Kill
- ✓ Team Leaders
- ✓ Ice Cleaners
- ✓ Period Summary
- ✓ Three Stars
- ✓ Instant Replay
- ✓ Player Features
- ✓ Time of the Goal
- ✓ Kiss Cam
- ✓ Powerplay
- ✓ Warm-Ups
- ✓ League Leaders
- ✓ Puck out of Play
- ✓ League Standings
- ✓ Pump Up Moment



VIDEOBOARD ADVERTISING

BROADCAST ADVERTISING

- ✓ TV BROADCAST
- ✓ RADIO BROADCAST



Shaw)



TV BROADCAST

✓ TV TITLE SPONSORSHIP

Includes:

- ✓ Naming Rights: Ex. **SPONSOR NAME* Soo Greyhounds Hockey on Shaw TV*
- ✓ Two (2) x :10 second Title Sponsorship Intro/Extras
 - ✓ Produced by Shaw TV
 - ✓ Minimum run of two (2) x :10 second video Intro/Extras per game
- ✓ Four (4) x :15 second Sponsorship Messages
 - ✓ Produced by Shaw TV
 - ✓ Minimum run of four (4) x :15 second Sponsorship Messages per game
- ✓ One (1) :15 Title Promo for each game
 - ✓ Produced by Shaw TV
 - ✓ Minimum Run of Thirty (3) x :15 second Title Sponsorship Promos per week per Shaw Station
 - ✓ Sault Ste. Marie & Thunder Bay
- ✓ Title Sponsor logo to be included on the on-screen scoreboard for each Home Broadcast



BROADCAST ADVERTISING

TV BROADCAST

✓ ADS

Length / Occurrence: :15 seconds / 3x (1x per period)

✓ IN GAME FEATURES

- ✓ Intermission Scoring Summary*
- ✓ OHL Tonight Trivia*
- ✓ Out-of-Town Scoreboard
- ✓ Period Sponsor*
- ✓ Powerplay*
- ✓ Shots on Goal*
- ✓ Starting Goaltenders
- ✓ Three Stars

BROADCAST DETAILS

Select regular season home and away, as well as playoff games, are broadcast live on Shaw Spotlight.

During the 2019-20 OHL season, 40 of 68 Soo Greyhounds games were broadcast live!

**Greyhound games vs US based opponents are not currently eligible to air on Shaw.*



BROADCAST ADVERTISING

RADIO BROADCAST

All Soo Greyhounds Regular Season & Playoff games are broadcast live on Rock 101!

✓ RADIO TITLE SPONSORSHIP

Includes:

- ✓ Naming Rights: Ex. **SPONSOR NAME** Soo Greyhounds Hockey on Rock 101"
- ✓ All in-game mentions of Soo Greyhounds Hockey on Rock 101 to be preceded by the sponsor's name
- ✓ Four (4) :30 second ads per game
- ✓ At least four (4) liner commercials per week during non-game time advertising "Listen to **Sponsor Name** Soo Greyhounds Hockey on Rock 101"



Broadcast reach of up to 140,000 individuals in the Sault, Algoma Region, and Northern Michigan!



BROADCAST ADVERTISING

RADIO BROADCAST

✓ ADS

Length / Occurrence: :15, 30, or 60 seconds / 1x

✓ IN GAME FEATURES

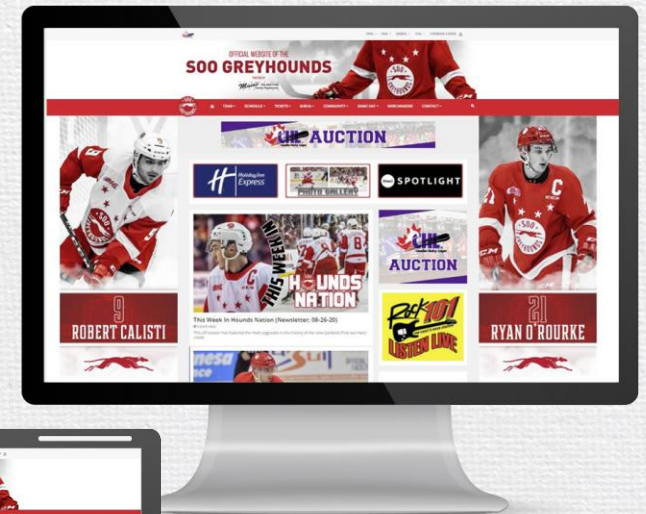
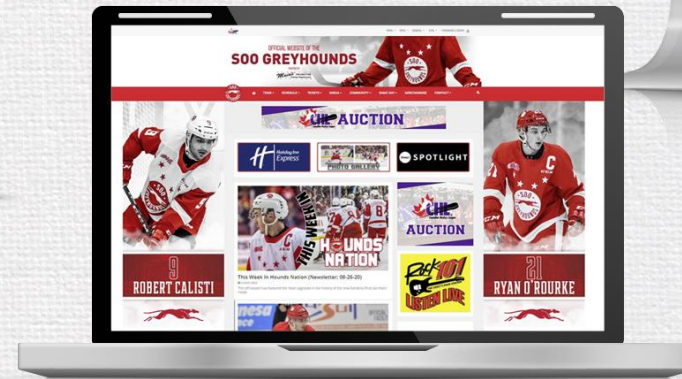
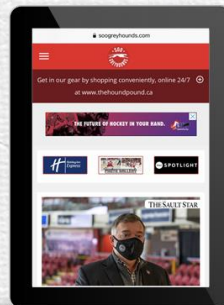
- ✓ 1st and 2nd Intermissions
- ✓ First Greyhounds Goal
- ✓ Game Notes
- ✓ League Leaders
- ✓ League Standings
- ✓ Move of the Game
- ✓ Opening Faceoff
- ✓ Out of Town Scoreboard
- ✓ Penalty Kill
- ✓ Period Sponsor
- ✓ Period Summary
- ✓ Post-Game Show
- ✓ Powerplay
- ✓ Pre-Game Show
- ✓ Referees
- ✓ Shots on Goal
- ✓ Starting Line-Ups / Between the Pipes
- ✓ Team Leaders
- ✓ Three Stars
- ✓ Time of Goal
- ✓ Turning Point



BROADCAST ADVERTISING

DIGITAL ADVERTISING

- ✓ DISPLAY ADS – WEB, MOBILE & APP
- ✓ PRE-ROLL VIDEO – WEBSITE, MOBILE & APP
- ✓ FEATURED CONTENT – WEB & MOBILE
- ✓ FEATURED CONTENT – SOCIAL MEDIA
- ✓ DIGITAL FAN EXPERIENCES



WEB DISPLAY ADS

1. BIG BOX

Visibility: Homepage only

Size: 300x250

2. BIG BOX

Visibility: Homepage only

Size: 300x600

3. BILLBOARD

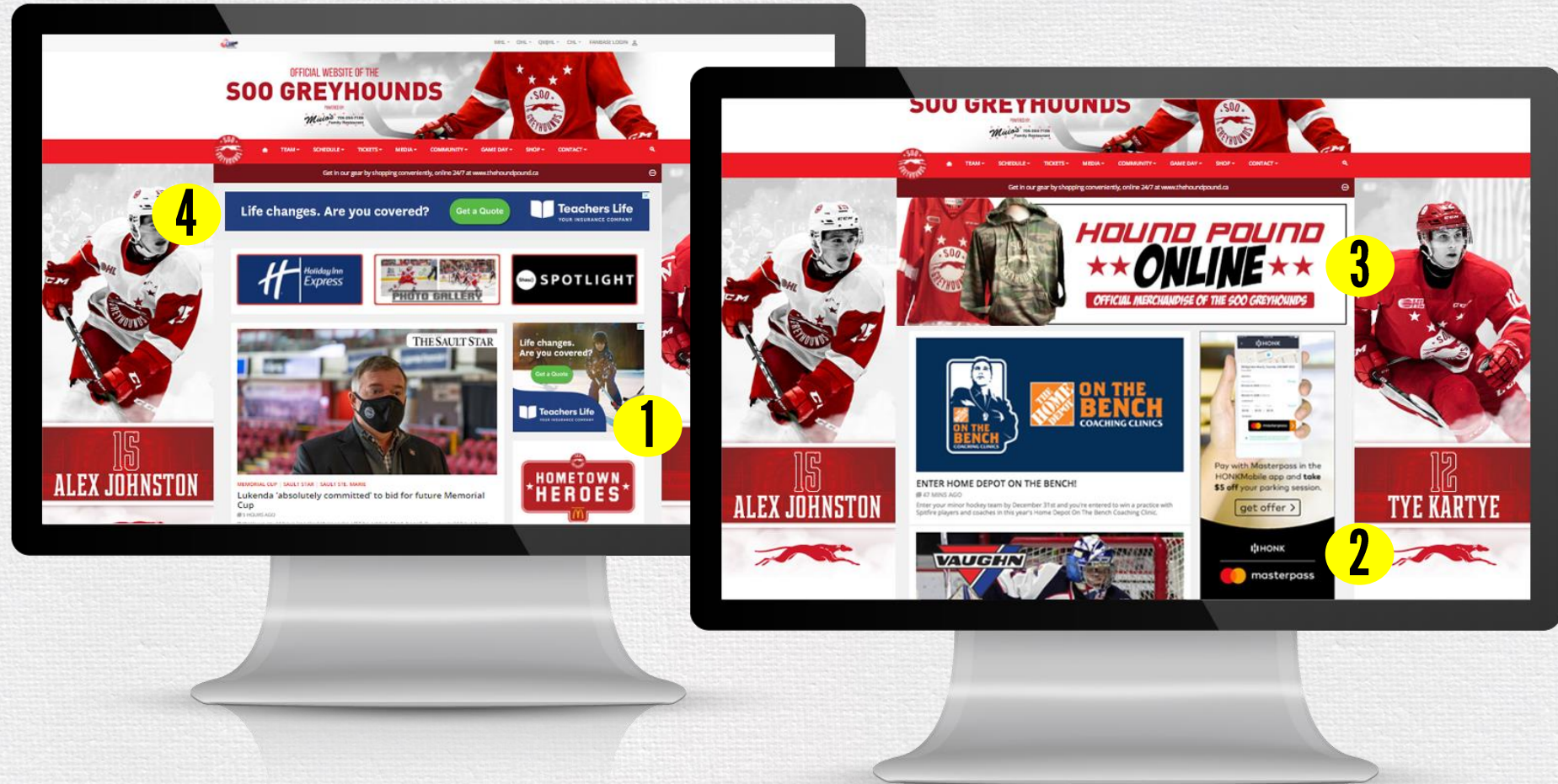
Visibility: All pages

Size: 970x250

4. LEADERBOARD

Visibility: All pages

Size: 970x90



DIGITAL ADVERTISING

MOBILE DISPLAY ADS

1. BIG BOX

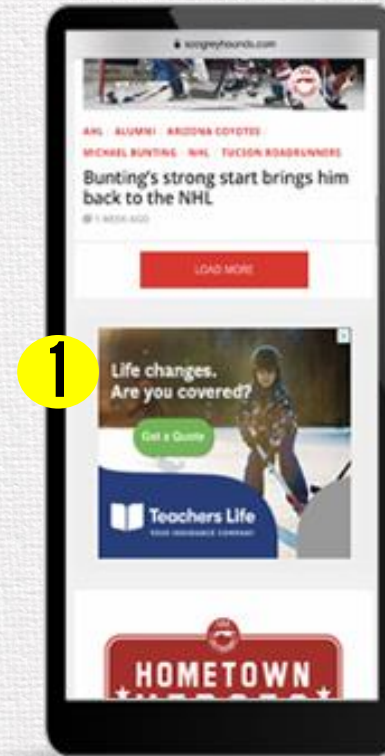
Visibility: Homepage only
Size: 300x250

2. BIG BOX

Visibility: Homepage only
Size: 300x600

3. LEADERBOARD

Visibility: All pages
Size: 300x50



DIGITAL ADVERTISING

APP DISPLAY ADS

1. BILLBOARD

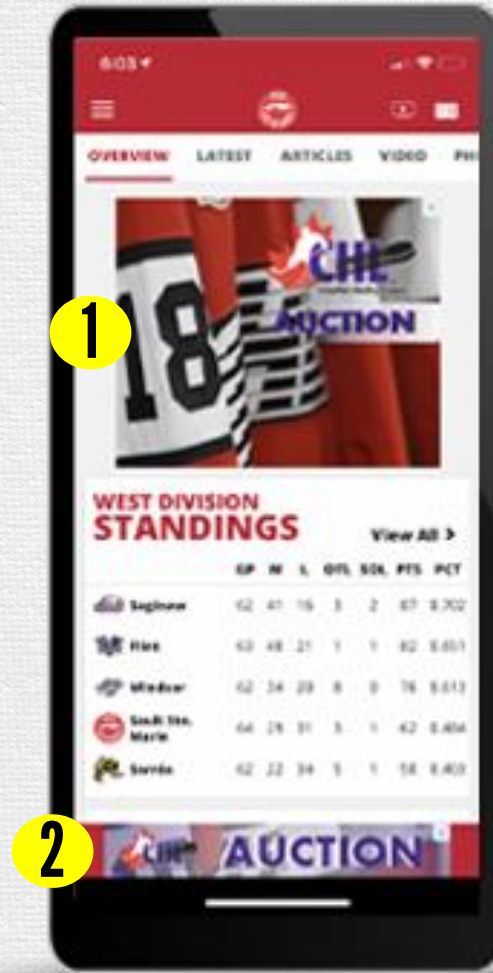
Visibility: Homepage only
Size: 300x250

2. LEADERBOARD

Visibility: All pages
Size: 300x50

3. MENU

Visibility: Menu
Size: 250x30



DIGITAL ADVERTISING

PRE-ROLL VIDEO

- ✓ :15 second pre-roll ad on videos posted on web, mobile & app



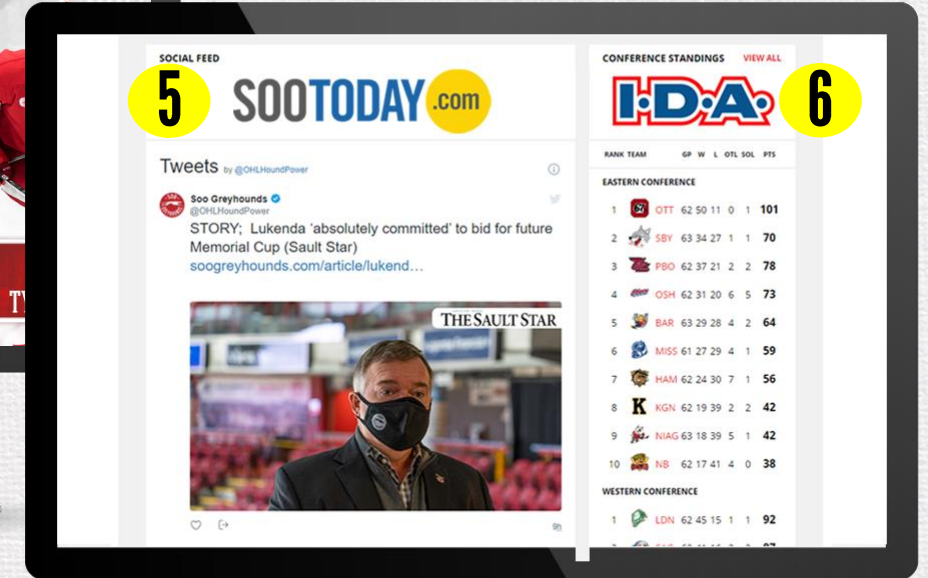
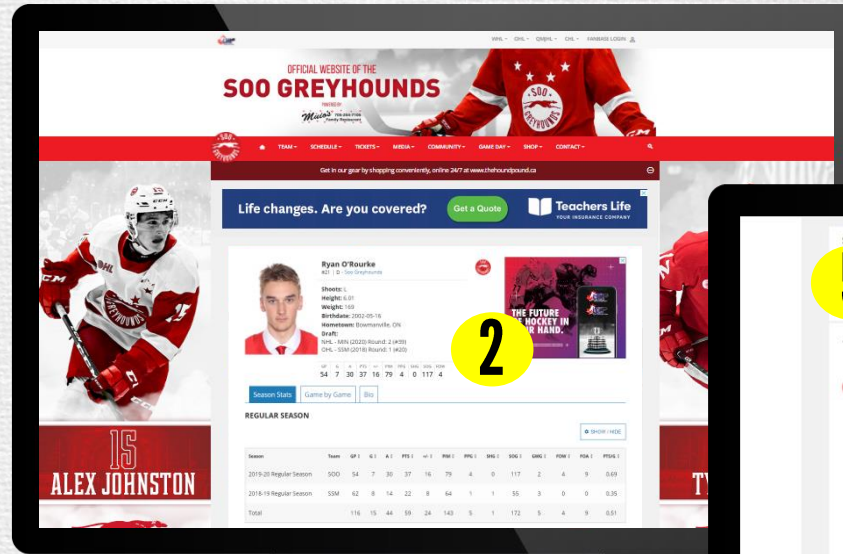
**CHL APP PRE-ROLL AD*



DIGITAL ADVERTISING

WEB & MOBILE FEATURED CONTENT

1. FAN POLL
2. PLAYER BIO
3. PLAYER SPOTLIGHT
4. PLAYER STATS
5. SOCIAL FEED
6. STANDINGS



DIGITAL ADVERTISING

SOCIAL MEDIA FEATURED CONTENT

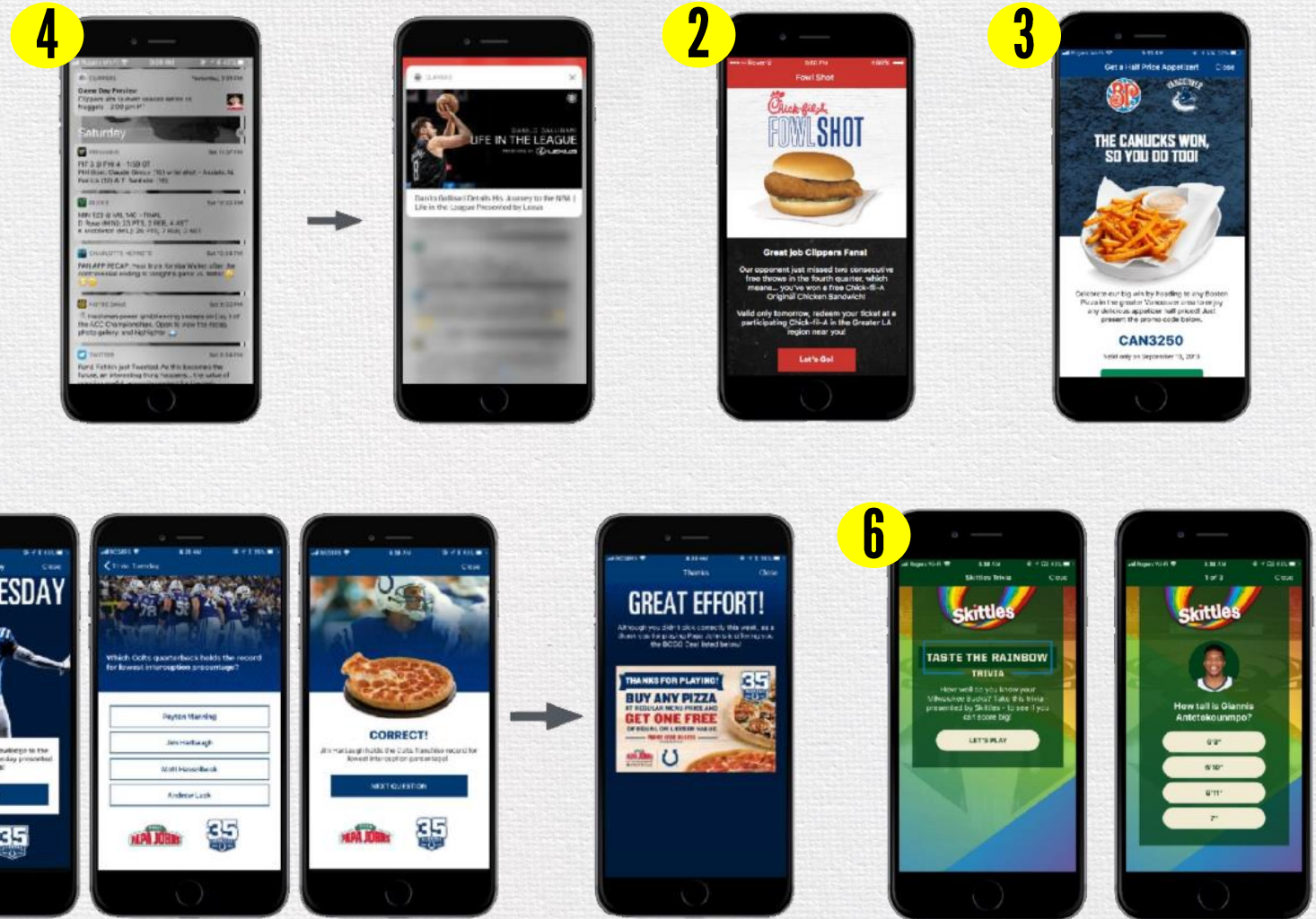
- ✓ CONTESTS & GIVEAWAYS
- ✓ DRAFT DAY
- ✓ FAN JERSEY DESIGN CONTEST
- ✓ FAN VOTE: TOP 10 GOALS
- ✓ FAN VOTE: TOP 10 SAVES
- ✓ HOMETOWN HEROES
- ✓ HOUNDS HANDOUTS
- ✓ MILESTONE MOMENTS
- ✓ SPOT THE DIFFERENCE
- ✓ TRAINING CAMP
- ✓ PLAY OF THE GAME
- ✓ PLAYS OF THE MONTH
- ✓ PLAYER OF THE MONTH
- ✓ PLAYER PROFILES
- ✓ WALLPAPER WEDNESDAY
- ✓ WHO WORE IT BEST



DIGITAL ADVERTISING

DIGITAL FAN EXPERIENCES

1. EARLY ARRIVAL
2. IN GAME ACTIVATIONS
3. POST GAME ACTIVATIONS
4. RICH MEDIA NOTIFICATIONS
5. TRIGGERED EVENTS
6. TRIVIA & QUIZZES



DIGITAL ADVERTISING

PRINT ADVERTISING

- ✓ GAME NIGHT PROGRAM
- ✓ MAGNET SCHEDULE
- ✓ POCKET SCHEDULE
- ✓ SEASON TICKET BOOK AD
- ✓ SEASON TICKET BOOK COVER SPONSOR
- ✓ SEASON TICKET BACK AD
- ✓ WALK UP TICKET BACK AD



TICKETS & HOSPITALITY

- ✓ CORPORATE SEASON TICKETS
- ✓ GROUP OR TEAM OUTING
- ✓ VIP SUITE RENTALS



CORPORATE TICKETS

- ✓ 34 Regular Season games & priority Playoff seating
- ✓ Free admission to Red & White and Exhibition games
- ✓ 20% savings off the Walk-Up price
- ✓ 20+ exchange dates
- ✓ 10% discount at the Hound Pound
- ✓ Invitation to exclusive Season Ticket Holder events
- ✓ VIP card to receive discounts from our partners

GROUP OR TEAM OUTING

- ✓ Group ticket rate available
- ✓ Concession vouchers available for purchase
- ✓ Group 'Welcome' on the videoboard
- ✓ Pre-game reception in the Angelo Bumbacco Room or multi-purpose room can be arranged
 - ✓ Room and/or staffing fee may apply

VIP SUITE RENTAL

- ✓ Includes 40 tickets, up to 20 additional tickets available for purchase
- ✓ Private in-suite bar
- ✓ Catering available through GFL Memorial Gardens



TICKETS & HOSPITALITY

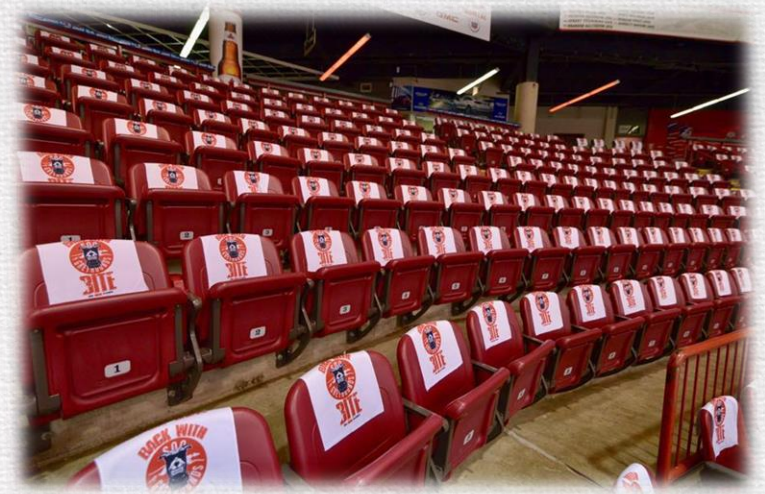
IN GAME EXPERIENCES

- ✓ **CONNECT WITH OUR FANS**
- ✓ **FAN EXPERIENCES**
- ✓ **GAME NIGHT SPONSORSHIP**
- ✓ **CAUSE GAME SPONSORSHIP**



CONNECT WITH OUR FANS

- ✓ **COUPON GIVEAWAYS**
- ✓ **KIOSK ON THE CONCOURSE**
- ✓ **PRODUCT SAMPLING**
- ✓ **SCORE FOR MORE**
 - ✓ Provide fans with a special offer if the Hounds Score 5 or more goals. Game ticket required for redemption.
 - ✓ Includes one (1) intermission Ad on the videoboard.
- ✓ **SEASON TICKET HOLDER EVENTS**
- ✓ **SOUVENIR GIVEAWAYS**



IN GAME EXPERIENCES

FAN EXPERIENCES

- ✓ 7TH SKATER
- ✓ BEST SEATS IN THE HOUSE
- ✓ BIRTHDAY BASH
- ✓ HIGH FIVE ALLEY
- ✓ KID'S CORNER
- ✓ NATIONAL ANTHEM PROGRAM



IN GAME EXPERIENCES

GAME NIGHT SPONSORSHIP

- ✓ 20 tickets to the game
- ✓ Kiosk on the concourse
- ✓ 3-minute on ice activity (1st intermission)
 - ✓ Activity executed by Game Night Host and Game Night Staff
 - ✓ Prizing for contestants to be provided by the game night sponsor
- ✓ 3x :15 second videoboard ad (1x per period)
 - ✓ Stoppage of Play Ad
- ✓ Three Stars Presentation
 - ✓ Prizing for Three Stars to be provided by the game night sponsor
- ✓ Opportunity for giveaway at the gates
- ✓ Your logo included in pre-game marketing materials

CAUSE NIGHT SPONSORSHIP

- ✓ Hockey Fights Cancer
- ✓ Mental Health Awareness
- ✓ Remembrance Day
- ✓ Shutout Hunger
- ✓ Special Olympics
- ✓ Superhero Night
- ✓ Teddy Bear Toss/Chuck for Cheer

Includes everything in the Game Night Sponsorship package, plus:

- ✓ Supports the community through the donation of money and/or supplies to local not-for-profit.
- ✓ Opportunity for pre-game ceremony or puck drop
 - ✓ OHL & Soo Greyhounds approval required



IN GAME EXPERIENCES

COMMUNITY ENGAGEMENT

- ✓ COMMUNITY FUNDRAISING
- ✓ HOUNDS IN THE COMMUNITY
- ✓ ON THE ICE WITH THE HOUNDS
- ✓ TICKETING PROGRAMS



COMMUNITY FUNDRAISING

✓ 50/50

- ✓ Become the title sponsor of our in-game 50/50 draw.
- ✓ Includes 50/50 Naming Rights Ex. *Sponsor Name* 50/50.
- ✓ Sponsor name and logo included on all 50/50 tickets and 50/50 marketing materials.
- ✓ Option to put an ad or offer on the back of all 50/50 tickets.
- ✓ Option to provide 2nd Chance Draw prizes.
- ✓ Includes one (1) Intermission Ad on the videoboard.

✓ CHUCK-A-PUCK

- ✓ Become the title sponsor of our in-game Chuck-a-Puck.
- ✓ Includes Chuck-a-Puck Naming Rights Ex. *Sponsor Name* Chuck-a-Puck.
- ✓ Sponsor name and logo included on all chuck-a-puck marketing materials.
- ✓ Option to provide additional prizes to the Chuck-a-Puck winner.
- ✓ Includes one (1) Intermission Ad on the videoboard.



COMMUNITY ENGAGEMENT

HOUNDS IN THE COMMUNITY

✓ HOSPITAL VISITS

- ✓ Donate Greyhounds' merchandise to giveaway at local hospitals and nursing homes.

✓ KID'S CLUB

- ✓ Sponsor our Kid's Club and help us connect with the next generation of Hounds fans!
- ✓ Includes a co-branded Kid's Club logo and naming rights Ex. Soo Greyhounds Kid's Club Presented by **SPONSOR NAME**. Co-branded logo to be used on all Kid's Club merchandise and marketing materials.
- ✓ Includes one (1) Intermission Ad on the videoboard and a big box ad on soogreyhounds.com.

✓ SCHOOL PROGRAM

- ✓ Donate tickets, merchandise and other prizes for us to give away at local school visits!
- ✓ Includes one (1) Intermission Ad on the videoboard and a big box ad on soogreyhounds.com.



COMMUNITY ENGAGEMENT

ON THE ICE WITH THE HOUNDS

✓ PRACTICE WITH THE HOUNDS

- ✓ Sponsor this one-of-a-kind contest that gives local minor hockey teams a chance to practice with the Hounds!
- ✓ Includes one (1) Intermission Ad on the videoboard and a big box ad on soogreyhounds.com.

✓ SOO GREYHOUNDS HOCKEY SCHOOL

- ✓ Sponsor our Hockey School and help us develop the next hockey superstar!
- ✓ Includes a co-branded Hockey School logo and naming rights Ex. Soo Greyhounds Hockey School Presented by **SPONSOR NAME**. Co-branded logo to be used on all Hockey School merchandise and marketing materials.
- ✓ Includes one (1) Intermission Ad on the videoboard and a big box ad on soogreyhounds.com.



COMMUNITY ENGAGEMENT

TICKETING PROGRAMS

✓ **ADOPT-A-SCHOOL**

- ✓ Donate tickets to a local school.
- ✓ Includes 2 fence panels and recognition on the videoboard at every game.

✓ **COMMUNITY CORNERS**

- ✓ Donate tickets to a local community organization.
- ✓ Includes 2 fence panels and recognition on the videoboard at every game.

✓ **HEROES IN THE COMMUNITY**

- ✓ Donate tickets to a local frontline worker, veteran, or volunteer.
- ✓ Includes 2 fence panels and recognition on the videoboard at every game.

✓ **TEAM/GROUP OF THE GAME**

- ✓ Donate tickets to a local youth sports team or youth group.
- ✓ Includes recognition on the videoboard at each game and a big box ad on soogreyhounds.com.



COMMUNITY ENGAGEMENT

JOIN OUR TEAM OF CORPORATE PARTNERS

✓ PERKS OF BEING A CORPORATE PARTNER

- ✓ Opportunity to offer season ticket holders, players, and staff special offers through the VIP Card program.
- ✓ Inclusion in our Corporate Partnership Directory on soogreyhounds.com.
- ✓ Receive an Official Corporate Partner window decal for your storefront or office.
- ✓ Use of Soo Greyhounds logo to promote the partnership.
- ✓ Pre-approval required for all logo use.
- ✓ Invitation to exclusive Corporate Partner events.
- ✓ Opportunity to purchase tickets at the Corporate Partner rate.
- ✓ Flexible 4- or 8-month payment options.

CONTACT US TODAY!

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