

# ADVERTISING PACKAGE 2024 - 25





March, 2024

Dear Oil Baron Supporters:

I would like to express our deepest gratitude for your continued support this season and ask again for your support for the upcoming year.

Congratulations to all the players who are moving on to universities and colleges. We are all proud of your accomplishments as hockey players and young men. We wish them all the best in the future at the next level.

General Manager Joey Bouchard and his staff are diligently working to put together a dedicated, skilled and hard working team, and the returning players are excited to start a new season.

As you know, the expenses of travel with the team is extremely costly. Ice costs are high and our billets, who we couldn't do without, get a stipend to house and look after our out of town players. Therefore, we are asking for your support by purchasing one or more of the advertising opportunities that we are offering in the enclosed booklet. For our returning sponsors, please indicate your preference and return by email to [admin@oilbarons.com](mailto:admin@oilbarons.com). For our new sponsors, please indicate if it's a new request and our Director of Operations Terry Connors will contact you to assist with your request. Please note, all cost for advertising must have the GST added to the amount. We are also asking for your email address to keep you informed of what is happening with your Oil Barons Hockey Team through out the season.

Thank you all for your past support and future consideration. You are extremely important to our future success and without you we couldn't continue to have a top notch hockey program here in Fort McMurray.

If you have any questions, please do not hesitate to contact Terry or Juanita at the Oil Barons office at 780-743-5509 x 0.

Yours truly,

David Fitzgerald, President

# Supporting Your Community

Volunteers and Sponsors are two of the key players to the success of the Fort McMurray Oil Barons. Without these MVP's the Fort McMurray Oil Barons would not exist.

This year we need your support more than ever before. Sponsorship for the Fort McMurray Oil Barons is not only a strong sign of community support but also delivers a large captive audience while providing advertisers with the ability to stand out from your competition. Over 100,000 fans every year have the opportunity to experience your sponsorship of the most popular sporting franchise in Northern Alberta.

For your convenience, attached is an advertisement form in the back of this package to confirm your support and place on this years Fort McMurray Oil Barons team.

Thank you for the support of your Fort McMurray Oil Barons.





# Opportunities To Exclusive Corporate Advertising

The Fort McMurray Oil Barons are considered one of the elite organizations of the Alberta Junior Hockey League. This is your opportunity to join the team. We have customized a number of different options to enable any size of corporation or business to join the team.

## SKY BOX

The best seats in the house! Your corporation will receive 10 tickets to your exclusive private skybox, (includes regular season and playoffs). Signs are hung on the outside of your skybox to identify your support to the community. Each box includes a fridge and TV. The skybox is perfect for thanking staff, entertaining clients and watching the Oil Barons in action.



1 Year commitment is \$9,500 year (GST will be added to all final totals\*\*).

**\*\* Plus production Cost**

## PRESIDENT'S CLUB

The most exclusive sponsorship opportunity is to become a member of the President's Club. You will receive 4 tickets to every regular season home game (\$1,560 value). Your corporation will be the exclusive game sponsor of one of our regular season home games. That game you will receive pre-game radio advertising, 3 video ads and your logo on our outdoor digital sign social media and streaming.

**Your President's Club Membership is \$2,500 per year**

Includes 3 Video ads at sponsored game.

(GST will be added to all final totals).



## FAMILY SKATE



## TEDDY BEAR TOSS



## SANTA SKATE

# Corporate Advertising Helps Support Local Players

The Fort McMurray Oil Barons have a history of having many "Hometown Heroes" who have played on our team. Many are working towards scholarships, to play Major Junior Hockey or even play in the NHL as former Oil Baron players; Scottie Upshall - St. Louis Blues, Chris Philips - Ottawa Senators, Colton Parayko - St. Louis Blues, Harry York - St. Louis Blues, Richard Parent - Tampa Bay Lightning, and Brad Mills - New Jersey Devils.

## PLAYER SPONSORSHIP

You will receive: your corporate name on the back of all three jerseys; your name will be published in the program beside the player photo and profile; and 2 season tickets (\$780 value). We only have 20 spots available for this sponsorship.

**\$1,800 per year (GST will be added to all final totals\*\*)**



## TEAM HELMET SPONSORSHIP

Your corporate name or logo will be displayed on the team's helmet for the entire 2024 - 2025 season.

**\$3,000 per year (GST will be added to all final totals\*\*)**

**\*\*Plus Production Cost**



## RINK BOARD

The premium opportunity available in Centerfire Place is the rink board signage. Whether it is the opening face-off or a bone-crushing body check all eyes are on the ice. You can capitalize on this attentive audience by securing a rink board. Each board is 96"x33" and can be printed in full colour. Space is limited on this premium opportunity.

**\$1,800 per year (GST will be added to all final totals\*\*)**

**\*\*Plus Production Cost**





# High Profile Corporate Advertising For All Arena Events

## WALL BOARD

Take advantage of a high profile and cost effective advertising that circles the arena. Your business will receive a 4' x 8' sign designed for maximum impact in promoting your business.

**\$1,450 per year (GST will be added to all final totals\*\*)**

**\*\* Plus Production Cost**





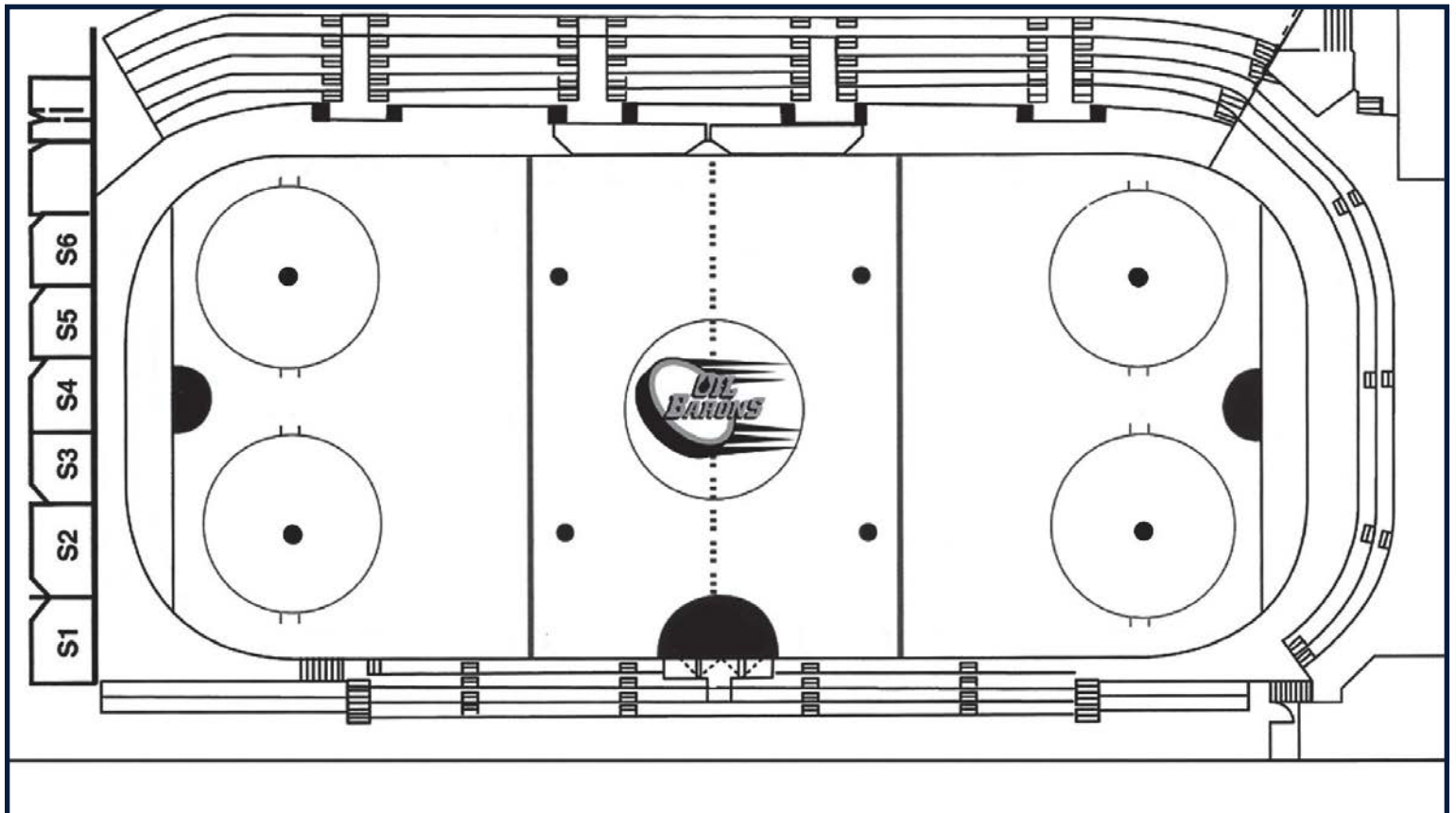
# Achieve Maximum Exposure As A Corporate Sponsor

## ON ICE SPONSORSHIP

Embed your message into the minds of over 100,000 fans and into the surface where it all happens. On Ice logos are full colour ads, which can't be beat for maximum exposure. Must have artwork approved by June 1st of the year. This sponsorship includes 4 season tickets.

**Two Logos \$5,000 per year (GST will be added to all final totals\*\*)**

**\*\* Plus Production Cost**





# Corporate Advertising Helps Support Local Players

## SECTION E BANNER ADVERTISING

**\$3,000 per year**  
(GST will be added to all final totals\*\*)  
**\*\* Plus Production Cost**



## PENALTY BOX ADVERTISING


**\$2,500 per year**  
(GST will be added to all final totals\*\*)  
**\*\* Plus Production Cost**




## PRESS BOX ADVERTISING

**\$10,000 per year** (GST will be added to all final totals\*\*)  
**\*\* Plus Production Cost**



  
TRUCKING  
YOUR  
TACOMA  
FOR THE  
WIN



HOME 2 Shots 24 | 4 19:17 | Shots 43 3



Fort McMurray  
First Nation  
GROUP OF COMPANIES



# Corporate Sponsorship Benefits Your Oil Barons Team And Your Community

## TIME CLOCK

Have your corporate logo seen from every angle with a spot on the time clock.

**\$4,000 for 4 corners (20.25"x73") per year**

**(GST will be added to all final totals\*\*)**

**\*\* Plus Production Cost**

## VIDEO ADVERTISING

**\$40 per 15 second ad**

**3 Ads per game**

**(GST will be added to all final totals\*\*)**



## 2024-2025 STREAMING SERVICE ADVERTISING FORM (Includes playoffs)

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### Radio Sponsorships

- Title Sponsor - \$100/game
- Broadcast Booth - \$80/game **(Sold)**
- Pre-Game Show - \$30/game
- Post Game Show - \$30/game
- Intermission Show - \$45/game
- Coaches' Comments - \$30/game (pre and post game)
- Starting Lineups - \$25/game
- Starting Goaltenders - \$25/game
- Out of Town Scoreboard - \$25/game
- Powerplay - \$30/game
- Penalty Kill - \$30/game
- In Game Trivia Question - \$25/game
- Keys of the Game - \$25/game
- Scoring Summary - \$25/game
- Player Profile - \$25/game
- Play of the Game - \$25/game
- Hit of the Game - \$25/game
- Save of the Game - \$25/game
- Player of the Game - \$25/game **(Sold)**
- Hardest Working Oil Baron - \$25/game
- Broadcast Sponsor - \$45/game (4x30 second commercials during the broadcast)

### Website & Social Media Sponsorships

- Games This Week - \$25/post (social media Post Only)
- Game Preview - \$25/post (Website & Social Media Post)
- Game Recap - \$25/post (Website & Social Media Post)
- Countdown To Puck Drop - \$25/game (Social Media Post Only)
- Intermission Update - \$25/game (social media Post Only)
- Oil Barons Goal - \$25/game (social media Post Only)
- Final Score - \$25/game (social media Post Only)

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### FORM OF PAYMENT

CHEQUE \_\_\_\_ PO# \_\_\_\_ INVOICE \_\_\_\_\_ CREDIT CARD # \_\_\_\_\_

VISA \_\_\_\_ M. C. \_\_\_\_ CASH \_\_\_\_ EXPIRY \_\_\_\_\_ CID # \_\_\_\_\_

E-TRANSFER to [accounts@oilbarons.com](mailto:accounts@oilbarons.com)

AUTHORIZED BY:

SIGNATURE: \_\_\_\_\_ PRINT NAME: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

If you wish to discuss further sponsorship opportunities, please contact  
[Matthew Dekker at: 403-923-5252 or email: broadcast@oilbarons.com](mailto:broadcast@oilbarons.com)  
**ONCE AGAIN. "THANKS" FOR SUPPORTING YOUR FORT MCMURRAY OIL BARONS**

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# Advertising Package 2024 - 25

## Advertising Form Side One

(please print)

To reserve your space please fill in this form and email to [admin@oilbarons.com](mailto:admin@oilbarons.com) or photocopy both sides and fax to 780-743-2602. The advertising year runs from June 1st, 2024 until May 31st, 2025. Limited space available, book early. Please circle your sponsorship for the 2024 - 2025 season.

Company Name: \_\_\_\_\_

Contact Name: (please print) \_\_\_\_\_

Contact Email: (please print) \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address for Accounts Payable: \_\_\_\_\_



## 2024-2025 ARENA ADVERTISING FORM: SIDE TWO (please print)

- |  |  |
|--|--|
| 1 <input type="checkbox"/> Skybox 1 year. - \$9,500. (Includes 10 season tickets)  | 19 <input type="checkbox"/> Player Cards - \$4,000.  |
| 2 <input type="checkbox"/> President's Club, - \$2,500. (Includes 4 regular season seats)  | 20 <input type="checkbox"/> Game Day Ticket Sponsor - \$2,500.<br>(Includes online ticket advertising) |
| 3 <input type="checkbox"/> Player Sponsorship - \$1,800. (Includes 2 regular season seats)   | 21 <input type="checkbox"/> Schedule Advertising - \$5,000.<br>(Includes 4 season tickets)             |
| 4 <input type="checkbox"/> Rinkboard 3' x 8' - \$1,800. (Plus Production Cost)   | 22 <input type="checkbox"/> Foyer Advertising - \$1,900.<br>(Plus Production Cost)                     |
| 5 <input type="checkbox"/> Wallboard 4' x 8' - \$1,450. (Plus Production Cost)   | 23 <input type="checkbox"/> Glass Advertising - \$120. (Plus Production Cost)                          |
| 6 <input type="checkbox"/> 2 Penalty Boxes - \$2,500. (Plus Production Cost)   | 24 <input type="checkbox"/> Web Tickets Advertising - Call for details                                 |
| 7 <input type="checkbox"/> Two Ice Logos - \$5,000. (Plus Production Cost)<br>(Includes 4 regular season seats) Deadline July 1st for production | 25 <input type="checkbox"/> Penalty Kill - \$3,000.  |
| 8 <input type="checkbox"/> Section E Advertising (Banner) - \$3,000. (Plus Production Cost)  | 26 <input type="checkbox"/> Pant Shells - \$3,000. (Plus Production Cost)                              |
| 9 <input type="checkbox"/> Arena Seats - \$10,000. (per year) (Plus Production Cost)<br>(Includes 4 regular season seats)                        | 27 <input type="checkbox"/> Small Score Board Clock - \$3,000.<br>(Includes 3 regular season seats)    |
| 10 <input type="checkbox"/> Time Clock (4 Corners) - \$4,000. (Plus Production Cost)<br>(Includes 4 regular season seats)                        | 28 <input type="checkbox"/> Lucky Row - \$1,500.<br>(Includes a 15 second video per game)              |
| 11 <input type="checkbox"/> Team Helmets - \$3,000. (Plus Production Cost)   | 29 <input type="checkbox"/> Last minute of play - \$1,500.<br>(Includes a 15 second video per game)    |
| 12 <input type="checkbox"/> Behind Both Benches - \$4,500.<br>(Includes 2 regular season seats) (Plus Production Cost)                           | 30 <input type="checkbox"/> Replay - \$3,000.<br>(Includes 2 season tickets)                           |
| 13 <input type="checkbox"/> Arena Steps - Every 2nd Step - \$5,000.<br>(Includes 4 regular season seats) (Plus Production Cost)                  |  |
| 14 <input type="checkbox"/> Power Play Contract - \$3,000.   |  |
| 15 <input type="checkbox"/> Video Score Board - \$40. (per 15 second, up to 3 per game)  |  |
| 16 <input type="checkbox"/> Player of Game - \$1,800. (30 home games)  |  |
| 17 <input type="checkbox"/> Zamboni - \$10,000. (per year) (Plus Production Cost)  |  |
| 18 <input type="checkbox"/> Press Box - \$10,000. (per year) (Plus Production Cost)  |  |

**GST WILL BE ADDED TO ALL  
FINAL TOTALS & PRODUCTION COSTS**

### Form of Payment

- |   |                               |                                  |  |
|---|-------------------------------|----------------------------------|--|
| <input type="checkbox"/> Cheque                               | <input type="checkbox"/> Visa | <input type="checkbox"/> MC      | <input type="checkbox"/> Credit Card# _____                                      |
| <input type="checkbox"/> Debit                                | <input type="checkbox"/> Cash | <input type="checkbox"/> Invoice | Expiry _____ CID# _____  |
| <input type="checkbox"/> Purchase Order # _____ (if Required) |                               |                                  | E-Transfer to <a href="mailto:accounts@oilbarons.com">accounts@oilbarons.com</a> |

Authorized by:

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Email: \_\_\_\_\_

If you wish to discuss further sponsorship opportunities please do not hesitate to contact

Terry at: 780-881-3192, or email: [terry@oilbarons.com](mailto:terry@oilbarons.com)

Also, contact Juanita at Oil Barons main office: 780-743-5509 ext.0, or email: [admin@oilbarons.com](mailto:admin@oilbarons.com)

**Once again, "Thanks" for supporting your Fort McMurray Oil Barons**



# THANK YOU TO OUR SPONSORS!



## OIL BARONS OFFICE CONTACTS



780.743.5509 ext.0



[www.fortmcmurrayoilbarons.ca](http://www.fortmcmurrayoilbarons.ca)



[admin@oilbarons.com](mailto:admin@oilbarons.com)