

ADVERTISING PACKAGE 2026-27





2026-27 Season

Oil Barons Family and Valued Supporters,

On behalf of our Board and organization, welcome to another exciting season of Oil Barons hockey. Each year brings renewed energy, fresh opportunity, and the shared pride of representing Fort McMurray both on and off the ice.

To our graduating players, we celebrate your achievements and the commitment you've shown to our program and community. Watching you advance to the next level is one of the greatest measures of our success. You leave a legacy of hard work, character, and leadership that will inspire the next generation of Barons.

Our hockey operations team, led by General Manager and Head Coach Sam Klassen, has been working tirelessly to build a competitive, disciplined, and community-minded team. Our returning players are eager to set the standard, and our new recruits are ready to make their mark. We are confident this group will compete with heart and represent our city with pride.

Operating a high-caliber program comes with significant costs, from travel across Alberta to ice time and supporting the incredible billet families who open their homes to our players. Their generosity, along with the commitment of our sponsors, is what makes Oil Barons hockey possible.

We invite you to continue being part of our story by investing in one of the advertising opportunities outlined in this booklet. Your partnership not only supports junior hockey in Fort McMurray but also strengthens the connection between local businesses and our passionate fan base. Returning sponsors can confirm their placement by contacting us at admin@oilbarons.com, and new partners are encouraged to reach out so our team can assist in finding the best fit for your organization.

Thank you for believing in our players, our staff, and our mission. Your support fuels our success and ensures that the Oil Barons remain a source of pride for our entire community.

We look forward to seeing you at the rink.

Warm regards,

**Andrew Boutilier
President**

SUPPORT OUR COMMUNITY



Volunteers and sponsors are at the heart of the success of the Fort McMurray Oil Barons. Their commitment and generosity play a vital role in sustaining our team and ensuring we continue to deliver an exceptional experience for fans across the region.

This year, your support is more important than ever. Partnering with the Oil Barons is not only a powerful demonstration of community pride, but also a valuable marketing opportunity. With more than 100,000 fans attending games each season, your business gains exposure to a highly engaged and loyal audience, allowing you to stand out and connect meaningfully within Northern Alberta.

For your convenience, an advertisement form is included at the back of this package to confirm your support and secure your place as part of this year's Oil Barons team. Thank you for your continued support of the Fort McMurray Oil Barons!



EXCLUSIVE ADVERTISING OPPORTUNITIES

The Fort McMurray Oil Barons are recognized as one of the premier organizations in the Alberta Junior Hockey League, known for their tradition of excellence both on and off the ice. This is your opportunity to be part of that success.

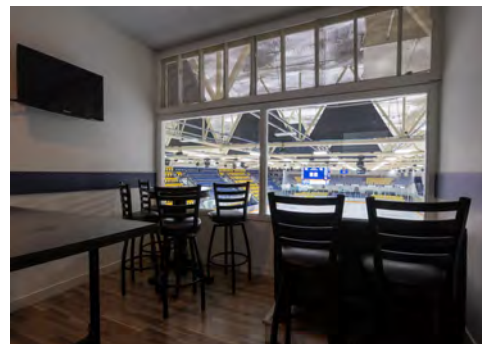
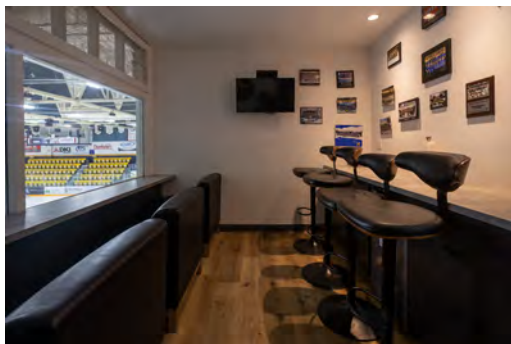
We offer a range of customized advertising and partnership options designed to fit businesses of all sizes, ensuring every organization has the opportunity to align with the team and connect with our passionate fan base.

SKY BOX

Enjoy the best seats in the house with your own exclusive private skybox at Fort McMurray Oil Barons games. Your corporate package includes 10 tickets for every game, covering both the regular season and playoffs. Your company will be recognized with signage displayed on the exterior of your skybox, showcasing your commitment to the community. Each skybox is fully equipped with a fridge and TV, creating a comfortable and premium game-day experience. Perfect for rewarding staff, hosting clients, or simply enjoying the excitement of Oil Barons hockey, the skybox offers a memorable and professional entertainment setting.

** A one-year commitment is available for \$11,000 (GST will be added to all final totals).*

Please note that production costs are additional



PRESIDENT'S CLUB

The most exclusive sponsorship opportunity with the Fort McMurray Oil Barons, the President's Club offers premium visibility and a first-class game day experience.

As a member, your organization can purchase season ticket vouchers at a reduced cost of \$200 each, along with the opportunity to be the exclusive game sponsor for one regular season home game.

During your sponsored game, your brand will be prominently featured through pre-game radio advertising and logo placement on our outdoor digital sign, social media platforms, and live game streaming.

Membership Investment: \$3,000 per year

** Includes three video advertisements during your sponsored game.*

GST will be added to all final totals.



FAMILY SKATE



TEDDY BEAR TOSS



CARD SIGNING

SUPPORT LOCAL PLAYERS

The Fort McMurray Oil Barons have a proud tradition of developing “Hometown Heroes” who have gone on to achieve success at higher levels of hockey. Many former players have earned scholarships, advanced to Major Junior, and reached the NHL.

Notable alumni include Scottie Upshall (*St. Louis Blues*), Chris Phillips (*Ottawa Senators*), Colton Parayko (*St. Louis Blues*), Harry York (*St. Louis Blues*), Richard Parent (*Tampa Bay Lightning*), Brad Mills (*New Jersey Devils*), and Taige Harding (*Chicago Blackhawks*).

These athletes represent the strong development pathway and commitment to excellence that define the Oil Barons organization.

PLAYER SPONSORSHIP

Align your brand directly with a member of the Fort McMurray Oil Barons and showcase your support for local athletes.

As a Player Sponsor, your corporate name will appear on the back of all three team jerseys. Your business will also be featured in the official game program alongside your sponsored player’s photo and profile, providing additional visibility throughout the season.

Limited to just 20 sponsorship opportunities.

Investment: \$2,200 per year

*GST will be added to all final totals.



TEAM HELMET SPONSORSHIP

Showcase your brand in one of the most visible locations on the ice with Team Helmet Sponsorship for the Fort McMurray Oil Barons. Your corporate name or logo will be prominently displayed on team helmets throughout the entire season, ensuring consistent exposure during every game.

Investment: \$3,500 per year

*GST will be added to all final totals. Production costs are additional.



RINK BOARD ADVERTISING

One of the premier advertising opportunities inside Centerfire Place is rink board signage. From the opening face-off to every big hit and scoring chance, fans’ attention is focused on the ice, placing your brand directly in view throughout the game.

Each rink board measures 96” x 33” and can be fully customized with vibrant, full-colour design to maximize your impact. Availability is limited for this high-demand advertising space.

Investment: \$2,100 per year

*GST will be added to all final totals. Production costs are additional.





HIGH-PROFILE ADVERTISING FOR ALL ARENA EVENTS

WALL BOARD ADVERTISING

Take advantage of a high-profile and cost-effective advertising opportunity that surrounds the arena at Fort McMurray Oil Barons games and events. Wall board signage offers continuous exposure, ensuring your brand is seen by fans throughout every game and arena function. Your business will receive a 4' x 8' sign, professionally designed for maximum visibility and impact.

Investment: \$1,700 per year

**GST will be added to all final totals. Production costs are additional.*





ACHIEVE MAXIMUM EXPOSURE

ON-ICE SPONSORSHIP

Place your brand at the centre of the action with On-Ice Sponsorship for the Fort McMurray Oil Barons. This premier opportunity embeds your message directly into the playing surface, delivering unmatched visibility to more than 100,000 fans throughout the season.

On-ice logos are vibrant, full-colour advertisements that provide maximum exposure during every game and event. All artwork must be approved by June 1 of the applicable season.

This package also includes two season tickets, allowing you to enjoy the excitement from the stands while showcasing your support.

Investment: \$5,750 per year (two logos)

**GST will be added to all final totals. Production costs are additional.*





HELP BUILD LOCAL SPORT TOURISM

SECTION E BANNER ADVERTISING

Elevate your brand visibility with prominent banner placement in Section E at Fort McMurray Oil Barons games and events. This high-traffic area ensures your message is seen by a large and engaged audience throughout the season.

Investment: \$3,500 per year
**GST will be added to all final totals. Production costs are additional.*



PENALTY BOX ADVERTISING

Put your brand in a highly visible and high-traffic location with Penalty Box Advertising at Fort McMurray Oil Barons games. Positioned where fans' attention naturally focuses during key moments, this placement ensures strong exposure throughout every game.

Investment: \$3,000 per year
**GST will be added to all final totals. Production costs are additional.*



PRESS BOX ADVERTISING

Position your brand in a premium, high-visibility location with Press Box advertising at Fort McMurray Oil Barons games.

Overlooking the ice and seen by media, staff, and fans alike, this placement ensures consistent exposure throughout every game and event.

Investment: \$5,750 per year
**GST will be added to all final totals. Production costs are additional.*





OUR FANBASE IS LIKE FAMILY

TIME CLOCK ADVERTISING (Four Corners / Banner)

Ensure your brand is seen from every angle with premium placement on the arena time clock at Fort McMurray Oil Barons games. Positioned at the centre of attention, this high-impact location delivers consistent visibility throughout every game.

Four-corner placement (20.25" x 73") maximizes exposure to fans across the entire arena. In addition, a banner placement is also a great way for the public to see your company during events in the arena.

Investment: \$4,600 per year/each

**GST will be added to all final totals. Production costs are additional.*

VIDEO ADVERTISING

Capture the attention of fans with dynamic video advertising during Oil Barons games. Delivered in-arena, these ads provide an engaging way to promote your business to a captive audience.

Rate: \$50 per 15-second ad

Maximum of 3 ads per game

**GST will be added to all final totals.*



2026 - 27 ADVERTISING LIST

	2026-27 Cost	2026-27 # of Tickets	Yes/No		2026-27 Cost	2026-27 # of Tickets	Yes/No
Premium Arena Assets				In-Game & Digital Feature Package (Combined Inventory)			
Skybox	\$11,000.00	10		<i>*All items include in-arena recognition + social/media exposure</i>			
Arena Seats	\$11,500.00	8		Starting Lineups	\$1,000.00	0	
Zamboni	\$11,500.00	8		In Game Trivia	\$1,000.00	0	
Ice Logos (Two Logos)	\$5,750.00	2		Keys of the Game	\$1,000.00	0	
Arena Steps	\$5,750.00	2		Player Profile	\$1,000.00	0	
Press Box	\$5,750.00	2		Play of the Game	\$1,000.00	0	
Schedule Advertising (Print + Digital)	\$5,750.00	2		Hit of the Game	\$1,000.00	0	
				Save of the Game	\$1,000.00	0	
				Hardest Working Oil Baron	\$1,000.00	0	
In-Arena Branding				Major Partnerships			
Behind Both Benches	\$5,200.00	2					
Time Clock (4 Corners)	\$4,600.00	2					
Player Cards	\$4,600.00	2		Community Youth Development Program	\$20,000.00	10	
Door Sign Advertising	\$4,600.00	2		Team Gear Sponsor	\$20,000.00	10	
Section Banner (Concourse/Section E)	\$3,500.00	0					
Team Equipment (Helmets)	\$3,500.00	0		Digital & Facility Advertising			
Team Equipment (Pant Shells)	\$3,500.00	0		Bathroom Ads	\$5,000.00	0	
Scoreboard Clock (Small)	\$3,500.00	0		Digital Advertising Package (Lobby + Scoreboard - Non-Game)	\$2,500.00	0	
Replay Sponsor (In-Game + Online)	\$3,500.00	0		Digital Lineup Sheet	\$1,500.00	0	
				Oil Barons App (multiple)	\$1,000.00	0	
				Video Advertising (3 ads per game)	\$50.00	0	
Game Feature Sponsorships (In-Game + On-line Combined)							
Power Play	\$3,500.00	0					
Penalty Kill	\$3,500.00	0		Facility Naming Rights			
Game Day Sponsor (Tickets + On Social Media)	\$3,000.00	0		Amphitheatre	\$8,000.00	4	
President's Club Experience	\$3,000.00	0		Front Lobby	\$5,000.00	2	
Penalty Boxes (2)	\$3,000.00	0		Home Game Day Webcast	\$5,000.00	2	
Foyer / Entrance Advertising (Non Digital Platform)	\$2,200.00	0		Bathroom Door (six total)	\$5,000.00	0	
				Concession Eating Area	\$5,000.00	0	
				Multi-purpose room	\$3,000.00	0	
Player & Fan Engagement							
Player Sponsorship (Jersey)	\$2,200.00	0		Level 2 Concourse	\$3,000.00	0	
Player of the Game (In House & Social Media)	\$2,100.00	0		Oil Barons Team Room/Weight room	\$2,000.00	0	
Last Minute of Play (In-Game + Online)	\$1,800.00	0		Dressing Room 1	\$1,000.00	0	
				Dressing Room 2	\$1,000.00	0	
				Dressing Room 3	\$1,000.00	0	
Boards & Physical Advertising							
Rinkboard (3' x 8')	\$2,100.00	0		Dressing Room 4	\$1,000.00	0	
Wallboard (4' x 8')	\$1,700.00	0		Dressing Room 5	\$1,000.00	0	
Glass Advertising	\$150.00	0		Dressing Room 6	\$1,000.00	0	

Sponsor Amount	Type of Tickets
\$12,000 and over	Season Tickets: Same seat for each game
\$10,001 to \$12,000	
\$8,001 to \$10,000	
\$6,001 to \$8,000	Ticket Vouchers: Entry to each game, may not be the same seat for each game
\$4,001 to \$6,000	
\$2,001 to \$4,000	
\$0 to \$2,000	

CONTACT INFORMATION FORM (PLEASE PRINT)



To reserve your advertising space with the Fort McMurray Oil Barons, please complete this form and submit it by email to admin@oilbarons.com.

The advertising term runs from June 1, 2026 to May 31, 2027.

Space is limited so early booking is encouraged
to secure your sponsorship opportunity!

Company Name: _____

Contact Name: _____

Contact Email: _____

Accounts Payable Email: _____

Mailing Address: _____

Postal Code: _____

Phone: _____

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

Form of Payment

Cheque Visa MC Credit Card# _____

Debit Cash Invoice Expiry _____ CVV# _____

Purchase Order # _____ (if Required) E-Transfer to accounts@oilbarons.com

Authorized by:

Signature: _____ Name: _____

Telephone #: _____ Email: _____

If you wish to discuss further sponsorship opportunities, please contact:

<u>Centerfire Place:</u> Terry Connors	780.881.3192	terry@oilbarons.com
<u>Oil Barons:</u> Jonathan Lambert	780.881.4866	j.lambert@oilbarons.com
<u>Main Office:</u> Juanita Wood/Shannon Nash	780-743-5509	admin@oilbarons.com



DREAM HOME LOTTERY



1-780-791-4496

1-877-791-4496

THANK YOU TO OUR SPONSORS!



OIL BARONS OFFICE CONTACTS



780.743.5509



www.fortmcmurrayoilbarons.ca



admin@oilbarons.com