

RICHMOND SOCKEYES

2024 / 2025



COMMUNITY
PARTNERSHIPS

PASSION & TEAMWORK

50+ Years of History & Tradition

Who We Are & Where We Play:

The **Richmond Sockeyes** are a Junior A Hockey team that were **established in 1971** and are now entering our **53rd season of play**. We play in the Pacific Junior Hockey League, with a total of 15 teams spanning Metro Vancouver, the Fraser Valley, & Sunshine Coast. The Sockeyes are members of Hockey Canada & BC Hockey and play all Home Games at Minoru Arena, located in the heart of Richmond, BC!

The Sockeyes have won **6 Provincial Championships** (Cyclone Taylor Cup); the last one in 2018. The team added **3 Western Canadian Championships** (1987, 2009, 2013) and **1 National Championship** (1987).

Our Core Values: Passion, Community, & Teamwork

You Focus on the Business; We Bring the People to You!

The Richmond Sockeyes are looking to engage **OUR COMMUNITY** by partnering with local businesses & we want to elevate **YOUR BRAND** through sponsorship opportunities with us!

Joining **OUR TEAM** will truly show the Richmond Community that;

Together Everyone Achieves More!

Join us in our 53rd season and see the immediate visibility and community recognition for your investment and significant reach. We want to work together with you and make a better Richmond for everyone!

Please read through this information package and let us know how you'd like to team up with the Richmond Sockeyes for the 2024/2025 season!

JOIN OUR TEAM!

Call (236) 883 – 4789

Email: SockeyesHC@outlook.com



Pacific Junior Hockey League

The **PJHL** is a **Tier 2 Junior A** league with players ranging from 16 to 20 years old. The league has seen fresh growth with 2 new Expansion Teams. The Port Coquitlam Trailblazers joined in 2023 and the Coastal Tsunami (Sunshine Coast) begin play this September. Every year we play 48 regular season games (24 home / 24 Away) + playoffs.



Pride, Passion & Pursuit of Excellence

The Sockeyes might not be the Canucks or play in the NHL, but we do have a **long history**, with **strong traditions** that have provided the team with a winning formula; and partnering with us is a lot more affordable than in Rogers Arena. The Sockeyes have had numerous players go on to play in the BCHL, WHL, U-Sports, NCAA and professional leagues in both North America & Europe, including the NHL.

We're **proud of our Richmond roots** and part of our appeal is that we represent our community, just like your company!

Making a Difference

Will the next NHL superstar such as Connor Bedard or Joe Sakic come from Richmond?

We certainly hope so!

With your **help**, we can give our young men every chance to succeed in life, whether in hockey, school, or business. Your sponsorship money can truly **make a difference** as every Sockeyes player has the chance to earn a scholarship. Our scholarship program was established 23 years ago, and the support these scholarships provide our players is a top priority for our team.

Since it started, **our scholarship program has distributed** approximately **\$390,000** towards to our Sockeyes players and their further education.

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Our Partnership Agreements Simplified!

Partnership Agreements run
Aug 1, 2024 – Mar 31, 2025

24 Home Games at Minoru Arena
*Thursdays @ 7pm

Home Games Broadcast on Flo Hockey
*Partnership Agreements included

Social Media Promos posted on all
Sockeyes Social Media Accounts &
Company tagged.

GENERAL PARTNERSHIP \$500

Company Logo in Game Day Programs

Company Logo on Sockeyes Website
(website link attached)

Business Promo Spot @ Home Games
1x Public Address Announcement
1x Flo Hockey - Web TV Promo Ad

BRONZE \$1,000

General Partnership + 1x Season Ticket Pack
*2x PA Ads per game
*2x Flo Hockey Ad per game

SILVER \$2,500

General Partnership + 2x Season Ticket Packs Monthly Social Media Post
*3x PA Ads per game *Business Promotional
*3x Flo Hockey Ad per game

GOLD \$5,000

General Partnership + 2x Season Ticket Pack Bi-Weekly Social Media Post
*3x PA Ads per game & Flo Hockey Subscription *Business Promotional
*3x Flo Hockey Ad per game
Framed Team Photo w/ Company Employees 1x Jr Sockeye 7th Skater - Game Sponsor

Special Event Promo Package: Game Night Sponsor

Ceremonial Puck Drop @ Centre Ice

Free Entry for all Staff & Immediate Family

Photos & Post by Sockeyes Social Media Team

Mid Game Spotlight Sponsor Announcement

Tour of Dressing Room & Meet the Players

Pre-Game Pop & Pizza Party @ Minoru

Space for Pop Up Promo Tent @ Minoru

Player Signed Team Poster for Kids

Intermission interview on Flo Hockey to promote your business!

Single Event Packages can be purchased for \$1,500 / Great Holiday Party idea!

PLATINUM

\$10,000

General Partnership +
**3x PA Ads per game*
**3x Flo Hockey Ads per game*

Social Media Promo Pack

1x Special Event Promo Pack

1x Community Engagement
 (Promotional) Event

4x Season Ticket Packs &
 Flo Hockey Subscription

Framed Team Photo
 w/ Company Employees

2x Jr Sockeye 7th Skater
Game Sponsor

+

Company Logo Ad Patch
Large Lower Back
White Sockeyes Jerseys

DIAMOND

\$15,000

General Partnership +
**3x PA Ads per game*
**3x Flo Hockey Ads per game*

Social Media Promo Pack

1x Special Event Promo Pack

1x Community Engagement
 (Promotional) Event

6x Season Ticket Packs &
 Flo Hockey Subscription

Framed Team Photo
 w/ Company Employees

3x Jr Sockeye 7th Skater
Game Sponsor

+

Company Logo Ad Patch
Large Lower Back
Red Sockeyes Jerseys

TITLE

\$25,000

General Partnership +
**3x PA Ads per game*
**3x Flo Hockey Ads per game*

Social Media Promo Pack
2x Holiday Photo/ Video Shorts

2x Special Event Promo Pack

2x Community Engagement
 (Promotional) Event

8x Season Ticket Packs &
 Flo Hockey Subscription

Framed Team Photo
 w/ Company Employees

5x Jr Sockeye 7th Skater
Game Sponsor

+

Company Logo
Helmet Sticker (2 sides)

+

Pant Shell Patches
Front & Back (1 each)

Community Engagement Events

Team up with the Sockeyes' players and enhance any Community Event you are hosting or attending. Our players enjoy getting out and connecting with our community. Take us with you to feed our community at a local soup kitchen, read books to local kids at the library, visit a local retirement home and some play games with the residents, or another awesome way to engage our community that you may have in mind!

Alternate Partnership Opportunities

We have several other chances to rep your business with our team! Please inquire for more information.

Examples would be jersey patches, bench logo placements, etc.

Social Media Promo Package

- Bi-Weekly Business Promotional Posts
- 1x Holiday Photo w/Players
- 1x Short Video / Holiday Spot
- Commercial Spots & Logo Flash
Intermissions on Flo Hockey

**The Sockeyes Social Media Team will post all photos and videos on Sockeyes social media accounts and tag your company account.*

