



**The Soo Thunderbirds Junior A Hockey Club recognizes the social, community and economic development opportunities associated with the attraction of your Junior 'A' hockey team**

The Soo Thunderbird Hockey Club is a community driven organization. Our mission is to provide, high-level development and competitive opportunities to assist the student athletes in pursuit of their goals. Advertising in the John Rhodes arena is not only a great way to increase your brand recognition in a high traffic community centre but all proceeds will be used in the operation of the club and will go a long way into helping us deliver on our mission.

# Advertising Opportunities



## BENCH ADS

Advertise on the Home, Visitors Bench and Penalty Box area, these areas are considered prime advertising and will not last long book your spot to day in one of these areas to gain fantastic exposure for your company.



### BANNER WALL ADS

4' X 8' – \$1500

### BENCH WALL BANNER

288" X 36" – \$2250

### BEAM ADS

1' X 36' – \$1500/Beam

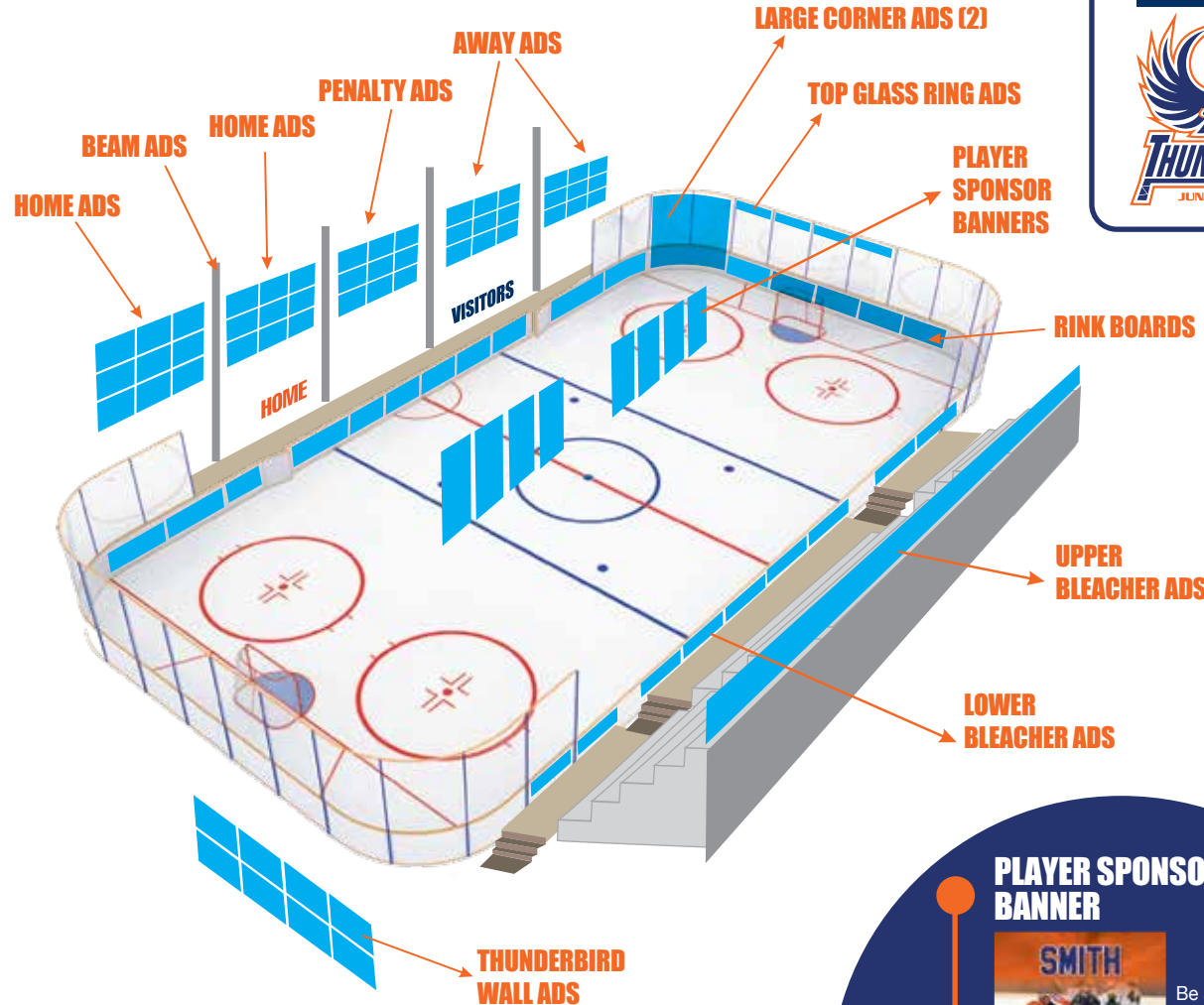
## RINK BOARD ADS

Advertise on our boards and gain a strong viewership as the eyes never to far away from your rink board advertising. Often captured in various action photos, which give your company further exposure when published.



30" X 96" – \$1500

30" X 120" – \$1750



## TBIRD WALL ADVERTISING



4' X 8' WALL ADS – \$1200

8' X 8' WALL ADS – \$1500

BUSINESS NAME



## TITLE SPONSOR

Become the main title sponsor for your Soo Thunderbirds and custom build a campaign package that works best for your business.

Your business name is used in all our media formats (posted articles, advertising, social media ect.)

Contact for more information

## UPPER & LOWER BLEACHER ADS



Show case your company in any area of the arena and display it proudly with one of your logoed wall signs. Your company will be visible to many as the enjoy an ice cold beverage, cheering from the stands or when a tournament comes to town. **Please contact us for more information.**

## GLASS ADS

Display proudly with one of your logoed glass signs. Your company will be visible to many as the enjoy an ice cold beverage, cheering from the stands or when a tournament comes to town. Multiple strategic locations and showcase your company to the right people.



LARGE CORNER ADS (2)

2' x 6' - \$3000

SMALL TOP ADS

4' x 12' - \$1500 (Ends)

## PLAYER SPONSOR BANNER



36" X 72" - \$1500

Be a sponsor of one or multiple players and have it displayed proudly from the rafters through out the whole season. At the end of the season it is yours to keep and display at your place of business!!





## MORE OPPORTUNITIES

**LOBBY GRAPHICS**  
**LOBBY STAIR RAIL ADS**  
**SNACK BAR**  
**DRESSING ROOM HALLWAY**  
**TOP BLEACHER ADS**  
**LOWER BLEACHER ADS**  
**SCORE CLOCK SIGNAGE**  
**VIDEO ADS**

PLEASE DISCUSS/ARRANGE THESE OPTIONS WITH SOO THUNDERBIRD REPRESENTATIVE

## HELPFUL TIPS

- All prices are subject to 13% HST
- Production for advertising maybe subject to additional costs and not included, special production pricing arranged through Compass Imaging Group
- Custom packages can be put together to suit your specific company needs
- Payments can be made in installments to meet your budget
- We guarantee every sponsor that we can find a suitable payment plan that works for you & your business.

*We encourage each sponsor to build their own sponsorship package, and on that best serves their own company, one that is tailored to meet your own advertising and sponsorship needs.*

*To better serve each of our sponsors, payment plans are available and can be specifically structured to meet your own budget needs. Please discuss with your Soo Thunderbird Junior 'A' Hockey representative.*

***All sponsorships are welcomed,  
big or small,  
It all helps our athletes stay on the ice***

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### Jamie Henderson

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