2026-2027 Neepawa Titans Partnership Manual

www.neepawatitans.com

@MJHLTitans

@neepawatitans

Introduction

MANITOBA JUNIOR HOCKEY LEAGUE PROFILE

The Manitoba Junior Hockey League (MJHL) is a Junior 'A' hockey league operating in 12 different media markets with 13 different teams across the province. Along with the Neepawa Titans, the other MJHL member clubs include:

- Dauphin Kings
- Portage Terriers
- Swan Valley Stampeders
- Winkler Flyers
- Niverville Nighthawks
- Selkirk Steelers
- Virden Oil Capitals
- Winnipeg Blues
- Northern Manitoba Blizzard
- Steinbach Pistons
- Waywayseecappo Wolverines
- Winnipeg Monarchs

The MJHL is great family oriented entertainment. Fans understand the importance of Junior 'A' in their communities and are very loyal to their teams and their sponsors.

Media coverage for the MJHL is vast and varied, through local newspapers, radio, television and social media, such as Facebook, X, YouTube and Instagram. The team budgets range from $450,000 to $1 million per season, with the majority of that spending done locally.

TEAM PROFILE

Junior 'A' Hockey was established in Neepawa back in 1989 and has been a mainstay in the community for 36 years. The team plays out of the Yellowhead Centre and consists of:

• 25 players • Head Coach • Assistant Coach • General Manager • Scouts • Trainers • Director of Marketing

There are also approx. 100 volunteers, including 12 board members. The team plays 29 home games, 29 away games, plus exhibition games.

The team also holds a spring prospects camp attended by 80 players and dozens of parents and a fall try-out invitational camp at Neepawa.

Team expenditures 1989-2024 $9.4 million*

*The majority of this $8.8 million has been spent in and around Neepawa for billets, equipment, ice rental at the Yellowhead Centre, salaries and team expenses.
Economic study shows that money spent in a local economy has a 1:7 ratio, that every dollar gets circulated seven times. That means that the Neepawa Titans have generated an economic impact of over $65.8 million in the area since 1989.

GENERAL MANAGER/HEAD COACH
KEN PEARSON

Ken Pearson is the Head Coach and General Manager for the Neepawa Titans Junior "A" Hockey Club. Entering into his eighth season as Neepawa's top boss, Pearson is a well known and respected part of our local hockey community. Neepawa is his home town and he has many family members in the area.

Pearson is also a former player with the team. After ending that chapter of his career, he turned his attention towards coaching and management. Pearson started as an Assistant Coach in Neepawa from 1994-96; Assistant Coach, Winkler Flyers, 1997-98, and many years of being head coach and/or GM of the AJHL Brooks Bandits, Alberta; Winnipeg South Blues; Battleford North Stars of the SJHL and two stints with the Winkler Flyers. Pearson has been nominated and has won several coaching awards and is well regarded in the hockey world.

Within the last few years, Pearson has achieved several very rare and historic coaching milestone. First, he coached his 1,500th regular season game in the Manitoba Junior Hockey League. Shortly after this major milestone, Pearson also captured his 750th regular season win in the MJHL.

Ken Pearson
General Manager/Head Coach
1-204-476-5308

Partnership Opportunities

The multi-tiered partnership options allow your business to support Neepawa's hometown team in a way that best suits you.

The options are split into four levels:
Diamond, Gold, Silver and Bronze

Diamond Partner:

- 6 season tickets
- Company logo on game day programs
- 1 Game Night Sponsor with promotional spaces available to take advantage of.
- VIP table for the Sportsman of the Year Dinner (10 tickets).
- 8 tickets to the awards festivities.
- Your company name posted on a Sponsor Board in the Yellowhead Arena.
- Company logo and link to website located in the major sponsors tab of the team site.
- 3 PA announcements per regular season game recognizing your business as a Diamond Partner
- Company logo on front page of Game Day Program
- Use of Titans' players for promotional events.
- 1 Foursome at the Titans' Golf Tournament (August 7, 2026).
- Logo on social media coverage.

Total Cost: $12,500 (6 commitments available)

Gold Partner:

- 4 Season Tickets with company logo on seat.
- 1 Game Night Sponsor with promotional spaces available to take advantage of.
- Your company name posted on a Sponsor Board in the Yellowhead Arena
- Company logo on Titan's website with link to company page.
- 2 PA announcements a game recognizing your business as a Gold Partner.
- Logo Recognition as Gold Partner on game day program.
- Use of Titans' players for promotional events.
- 8 tickets to the awards festivities
- 8 Sportsman's Banquet Tickets

Total Cost: $6,200 (8 commitments available)

Silver Partner:

- 2 season tickets
- Company logo on game day program
- 1 Game Night Sponsor with promotional spaces available to take advantage of.
- Your corporate logo on our website, with a link to your web page
- 1 PA announcement recognizing our silver partners.
- Your company name posted on a Sponsor Board in the Yellowhead Arena
- Use of Titans' players for promotional events.
- 4 Sportsman's Banquet Tickets

Total Cost: $3,500 (8 commitments available)

Bronze Partner:

- Recognition on website as Bronze Partner.
- 4 tickets to the awards festivities
- 1 Game Night Sponsor with promotional spaces available to take advantage of.
- Recognition in Game Day Program as Bronze Partner.

Total Cost: $1,800 (12 commitments available)

Equipment

*See details for complete package particulars.

2026-2027 Dark Jersey

Your company name will be displayed on the back of the jerseys below the numbers.

Value: $3,000 (1 sponsorship available)

2026-2027 White Jersey

Your company name will be displayed on the back of the jersey below the numbers.

Value: $3,000 (1 sponsorship available)

3rd Jersey

Your company name will be displayed on the back of the jerseys below the numbers.

Value: $3,000 (1 sponsorship available)

Gloves

Official glove sponsor
(Sign and PA acknowledgement.)

Value: $500 (1 sponsorship available)

Pants

Official pant sponsor
(Sign and PA acknowledgement)

Front: $1,000 Back: $1,000

(2 sponsorships available)

Helmet

Company logo on helmets

Value: $800 per helmet

(Black/White/Grey) (3 sponsorships available)

Shoulder Patch

Company logo on shoulders

Value: $2,500 (2 sponsorships available)

3rd Jersey Shoulder Patch

Company logo on shoulders

Value: $1,500 (2 sponsorships available)

In the Rink

Digital Sign

• **Dynamic Advertising Digital Signage**
Have your company featured in one of only 30 rotating slots available on our 3'x18' digital sign featured in the Arena. Each advertisement is featured for 12 seconds before rotation - will be shown once about every 3 minutes.

Value: $1,000 (6 sponsorship available)

Rink Boards

$1,500 - 12 Spaces Available

Door Wrap

$750 *(4 spaces Available)*

Wall/ Bench Package

$2,000 (2 spaces available)

Additional board space available at a discount*

Note: Doesn't include the cost of installation or logo creation

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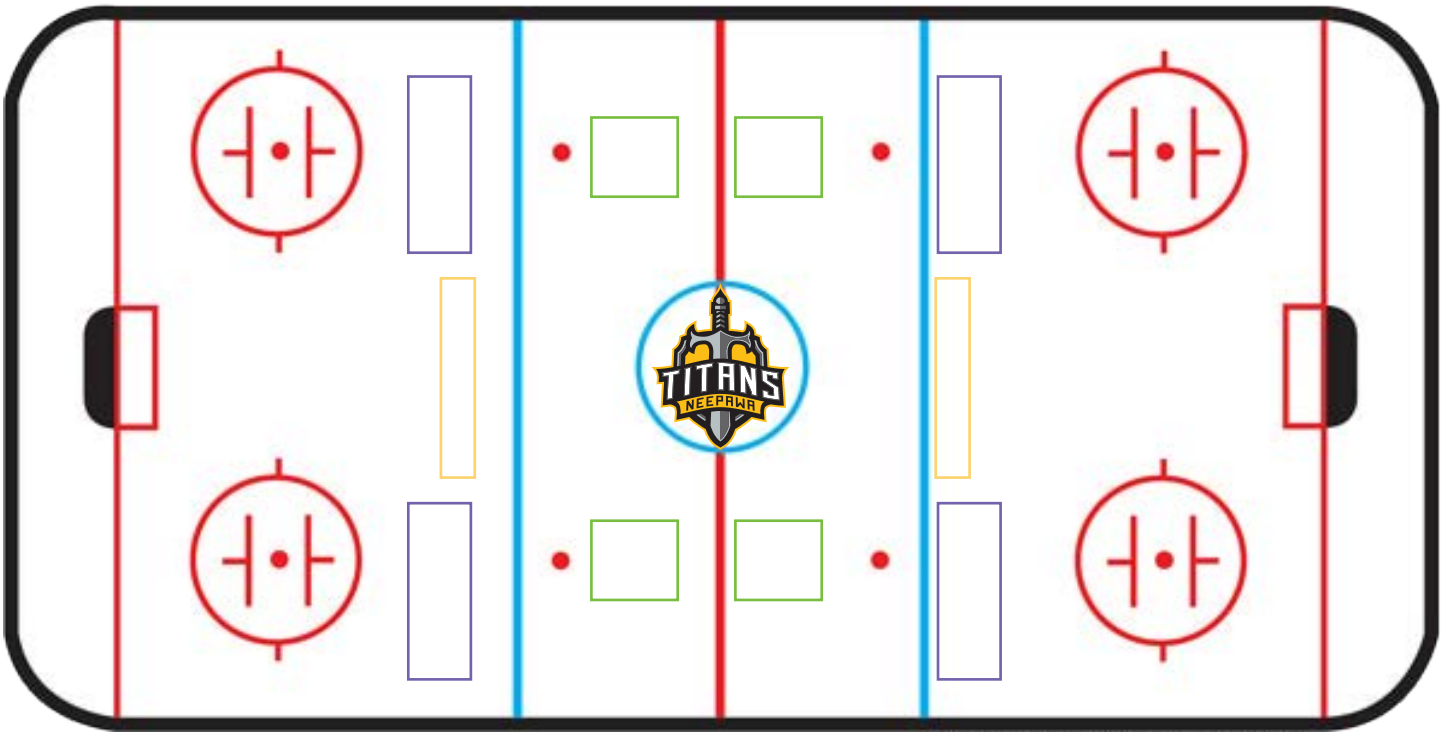
In ice advertising:

Above face off circle: $1,950 - 4 available	Slot areas: $2,200 - 2 available	Neutral Zone: $1,650 - 4 available



ALSO AVAILABLE:

The Yellowhead Arena is an extremely busy facility.
All users will see your advertisement throughout the year.
(Sponsor must provide signage)

- **Railings/Exit:** $530 each
- **Wall Signage (8 available):** $660 each
- **End boards (6 available):** $1,100 each
- **Ticket Booth (2 available):** $680
- **Red and Blue Line:** $1000/1350*
- **Booster Booth Partner:** $1000*

**** Note: Price doesn't include the cost of installation or logo creation***

Additional Partnership Opportunities

• Game night Partners

PA announcements throughout game, Recognition on social media and www.neepawatitans.com, 10 game tickets for your staff. (more tickets available), Company name/logo on that night's program insert, Company advertising and display/booth at your request, You are asked to donate three door prizes/coupons/gift certificates that will be given away through program draws and intermission activities during the course of the game. The opportunity to create excitement and fan participation throughout the game while promoting your business in front of the home crowd.

Total Cost: $1,500 (29 Home Games Available)

• Shoot-to-win

Promote your business with the Shoot-to-win contest during the First period intermission of 10 Neepawa Titans home games at the Yellowhead Arena (regular season)

You are asked to donate three door prizes/coupons/gift certificates that will be given away through program draws and intermission activities during the course of the game.

Total Cost: $1,500 (1 sponsorship available)

• People's Choice Award

Recognition at the Year End Awards festivities and award handed out for the People's Choice Award with entry ballots provided at Titans Home games in March.

Value: $1,500 (1 sponsorship available)

• Starting Line Up

At the beginning of each game, the starting line-ups are announced, with your business as the sponsor.

Value: $1,500 (1 sponsorship available)

• 3 Stars selection

Three Stars are chosen at the end of each game, and points awarded to the players/stars will be tallied for an end of season award presented by your business at our year-end banquet. Your business will be mentioned each time we announce the Three Stars.

Value: $1,500 (1 sponsorship available)

• Game night 50/50

Your company logo (and a coupon if you wish) will be on every 50/50 ticket printed and sold to fans in the Yellowhead at Titans home games.

Value: $1,500 (1 sponsorship available)

• Power Play

Each power play the Titans get, your company name will get a mention as the Power Play Sponsor.

Value: $1,700 (1 sponsorship available)

• Penalty Kill

Each penalty the Titans get, your company name will get a mention as the Penalty Kill Sponsor.

Value: $1,700 (1 sponsorship available)

• First Goal

After the first goal scored in every game, your company name will be mentioned as the sponsor.

Value: $800 (1 sponsorship available)

• Period sponsor:

Your business will be mentioned at the beginning of your sponsored period at each game throughout the season.

Value: $800 + giveaways (3 sponsorships available)

• Team Standings Board

Your company name/logo will be printed on our League Standings Board displayed in the lobby of the Yellowhead arena all season long.

Value: $800 (1 sponsorship available)

• Collision of the game partnership

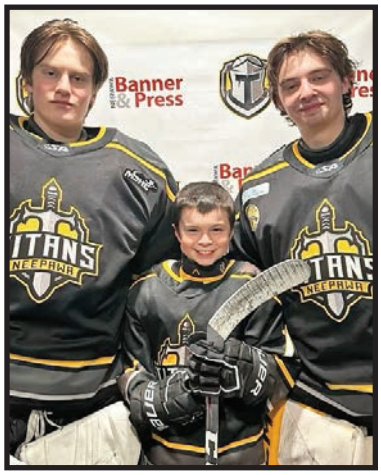
When the 3 stars are announced the "Collision of the game" will be announced with PA recognition for your company plus video clips will be posted on social media

Value: $800 (1 sponsorship available)

• 7th Player

Your company logo will be on a 7th player jersey worn by a minor hockey player at all Neepawa Titans home games. P.A. recognition will also be at every home game.

Value: $1,500 (1 sponsorship available)



•Flex Pack Ticket partnership is also available

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• Youth reading program

Sponsor Neepawa Titans appearances in school throughout the year.

Value: $700 (10 sponsorships available)

• Player banner advertising

Your business will be front and centre with a sponsorship of the player headshots.

Your corporate branding will be beside the team's logo on all promotional pictures.

These pictures are used on both the team and league websites, as well as newspapers and other media around the province.

Value: $800 (1 sponsorship available)

• Feed the Team

Sponsor the cost of one road meal

Value: $650
(31 sponsorships available)

• Player Clothing

Track suits: At home and on the road your logo will be seen and recognized many times over.

Value: $1,250 (Two sponsors only)

Logo on separate team apparel if available.

• Billet Partnership Program

You can help the team provide the players with a great home experience.

Billet sponsorships are $650 per month for six months and can be paid with six post dated cheques.

(24 sponsorships available)

• Golf Tournament

Title Sponsor

Hole Sponsor

Contact us for more information

• Customized packages available

Merchandise

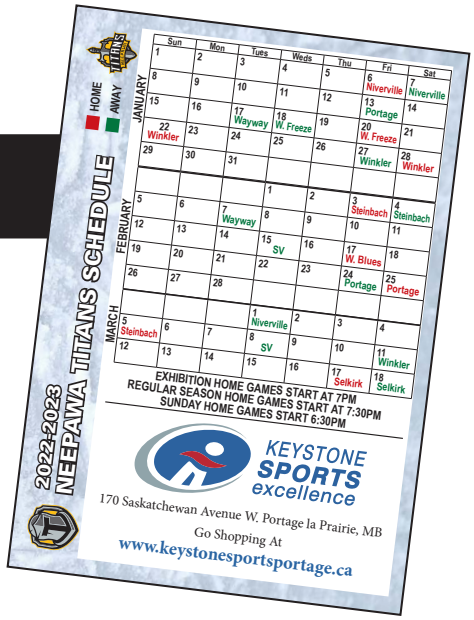
Hockey Card Partnership

Have your company logo displayed on the Neepawa Titans Hockey Club hockey cards.
Value: $2,000 *(1 sponsorship available)*

Official Game Puck

Put your logo on the Neepawa Titans game pucks. You'll also receive 100 souvenir pucks to give away.
Value: $2,500 *(1 sponsorship available)*

Pocket schedule



Put your logo on the Neepawa Titans 2024-2025 pocket schedules.
Value: $750 *(1 sponsorship available)*

Multimedia

• Website •

The Neepawa Titans Junior "A" Hockey Club's Website receives up to 25,000 visits per month!

Front Page Advertising: Your logo will be positioned on the main page of the team website. The logo will also have a link to your company's web page.

Value: $1,575
(4 sponsorships available)

Inside Page Advertising: The ad for your Company will be placed at the top of the team schedule page. The ad can be linked to your own web page.

Value: $525
(1 sponsorship available)

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Live on FloHockey.tv

With replays on NACTV

Neepawa Titans home games are broadcast live on the Internet as well as being carried to over 1 million homes across Canada on Access

WCG, MTS TV and Bell Express View:
Pre Game Show: $1,000 (1 sponsorship)
Post Game Show: $1,000 (1 sponsorship)
Three Stars: $1,000 (1 sponsorship)
30 second commercial $1,000 (10 sponsorships)
Period Recaps: $1,000 (1 sponsorship)

Thank You

Thank you for supporting the Neepawa Titans Junior 'A' Hockey Team

To become a part of Neepawa's 2026-2027 MJHL season, please contact 1-204-476-5308