



## **Woodstock Lakers Sponsorship Opportunities**

*"Power Your Brand with the Spirit of Local Hockey"*

Join the excitement of the Woodstock Lakers, a proud member of the Northern Premier Hockey League (NPHL) and align your business with one of the region's most community-driven and dynamic hockey programs. Led by former NHLer Jeff Zehr (Boston Bruins alum) the Lakers are building champions on and off the ice.

### **Your sponsorship helps support:**

- Player development and equipment
- Ice time and travel costs
- Local youth engagement programs
- Community events and school visits

Let's bring high-energy hockey and local business together to fuel community pride!

### **Why Sponsor the Lakers?**

- **High Visibility Exposure:** Reach thousands of fans in the arena, online, and in the community.
- **Community Loyalty:** Hockey fans support businesses that support their teams.
- **Marketing Power:** Tap into our growing social media presence and live streaming platform.
- **Authentic Engagement:** Appearances from players and mascot "Woody" at your business.
- **Brand Legacy:** Be part of the Lakers' growth and success from the ground up.



### **Sponsorship Packages**

#### **Bronze - \$500**

- 2 Regular Season Passes
- Logo & Link on Lakers Website (Sponsor Section)
- 1 Sponsored Game-Day Social Media Shoutout

#### **Silver - \$1,000**

- 2 Regular Season Passes
- Website Placement
- 6 Game-Day Social Media Shoutouts
- PA Acknowledgment at One Home Game

#### **Gold - \$1,500**

- 4 Regular Season Passes
- Premium Website Listing (with Business Description)
- 12 Game-Day Posts
- 2 PA Announcements at Home Games
- Inclusion in Digital Game Program

## **Feature Sponsorships**

(Includes all Gold Package benefits)

### **Livestream Game Sponsor - \$2,000 (3 Available)**

- Business Logo Prominently Displayed on Livestream
- Verbal Game Mentions by Broadcasters
- 6 Regular Season Passes

### **Pant Shell Sponsor - \$2,500 (3 Available)**

- Business Logo on Player Pant Shells
- 8 Regular Season Passes
- Exposure at every game, home and away

### **Helmet Sponsor - \$2,500 (2 Available)**

- Logo on All Player Helmets
- 8 Regular Season Passes

### **Jersey Sponsor - "All for the Buoys" - \$2,500 (6 Available)**

- Logo on One Set of Game Jerseys (3 Sets Total)
- 12 Social Media Game Mentions
- 8 Regular Season Passes



### **Premium Exposure Packages**

#### **"Woody" Ultimate Experience - \$5,000**

- 15 Regular Season Passes
- 1 Public Appearance at Your Business with Players & Mascot "Woody"
- 12 Game-Day Social Media Posts
- Feature Article on Lakers Website

#### **"Anchor" Banner Sponsor - \$2,500**

- Large Custom Banner with Lakers Anchor and Your Logo
- One Banner for Your Location & One in Arena
- 8 Regular Season Passes

#### **Lakers Starter Jacket Sponsor - \$5,000 (2 Available)**

- Logo on 2025 Official Starter Jackets
- Jackets worn at community events, interviews, and warmups
- 10 Regular Season Passes



### **Custom & Naming Rights**

Customized Sponsorship - Let's Build It Together (TBD)

Let's work with you to create a custom package that fits your marketing goals—perfect for dealerships, financial institutions, and major local employers.

#### **Naming Rights Partner - \$50,000 (Exclusive)**

*Your business becomes the face of the Lakers.*

Includes:

- Naming rights for the team for 2 seasons
- "Woodstock Lakers presented by [Your Company]" in all media
- Logo on all team jerseys, merchandise, banners, and press releases
- Exclusive media interview with Jeff Zehr
- 30 Regular Season Passes
- 2 public appearances
- Arena signage + Feature on social media reels, interviews & recap highlights
- Full page ad in game program + website feature
- Custom video commercial during livestreamed games



## **Elite Incentives for the \$50K "Naming Rights" Sponsor**

### **1. Full Team Naming Rights**

- Officially branded as:

"Woodstock [Sponsor Name] Lakers" or

"Presented by [Sponsor Name]"

(Included in all press, game programs, social, livestreams, and jerseys)

### **2. Custom-Branded Mini Documentary**

- A 3-5 minute professionally shot mini-doc about the team, featuring the sponsor, team story, player interviews, community impact.
- Ideal for use in the sponsor's own marketing and recruitment efforts.
- Includes aerial drone shots, game action, behind-the-scenes footage.

### **3. Sponsored Community Event or Skills Clinic**

- "[Sponsor Name] Power Play Day" - A community day run by the Lakers, fully branded with the sponsor.
- Free entry for families, food trucks, autograph sessions, hockey drills, and local media coverage.
- Sponsor banners, giveaways, and announcements throughout.

#### **4. Employee & Client Incentives**

- 30-50 season passes for employees or clients.
- VIP rinkside seating for select games.
- Meet-and-greet + photo ops with players.
- Autographed team jersey + game puck display set for their office.

#### **5. Co-Branded Merch or Giveaway Nights**

- Branded giveaways for fans (e.g., hats, rally towels, keychains) with sponsor's logo.
- Announce: "First 100 fans get a free hat, courtesy of [Sponsor]."
- Great PR + foot traffic for the sponsor if fans have to pick them up at their business location.

#### **6. Exclusive Sponsor Logo on Practice Jerseys & Warm-Up Gear**

- Visible during practices, warmups, and media clips—not just games.
- Ensures the brand is present in every photo/video moment.

#### **7. Sponsor-Branded Locker Room Wall or Tunnel**

- Permanent vinyl branding inside the dressing room or entrance tunnel.
- Seen by every player, media member, and special guest.
- Optional: include inspirational message + sponsor's logo.

#### **8. Priority Interview Feature**

- Interview with Jeff Zehr and sponsor on radio, social media, or local press.
- Co-hosting opportunity on livestream or social recap.

#### 9. Custom Lakers Branded Vehicle Wrap (Optional Upgrade)

- Wrap a car/truck in a Lakers + Sponsor-branded design.
- Drive it to community events, parades, and game days.
- Rolling billboard with team pride.

#### 10. First Right of Refusal for Next Season

- Guarantee they're offered the title spot again before anyone else next year.

#### **Business Boost Add-Ons**

- 60-second video ad played during livestreams or shared to social.
- Co-branded discount card for fans to use at their business.
- Business logo on team email newsletter sent to fans.
- Private BBQ or skate event with team at their location.



Ready to Get in the Game?

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Follow us on Facebook, Instagram & X: @WoodstockLakers