

SELKIRK STEELERS JUNIOR 'A' HOCKEY CLUB



CORPORATE PARTNERSHIP OPPORTUNITIES



CONTACT US:

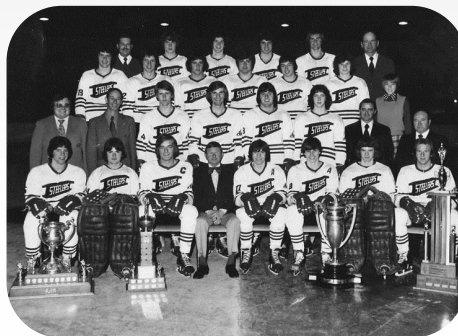
Mailing Address

Selkirk Steelers Junior 'A' Hockey Club
1011 Manitoba Avenue
Selkirk, MB R1A 1T7

Ph:(204)482-7020 Fx:(204)482-7106
Toll Free: 1-855-890-8171
Email: info@selkirksteelers.com
Website: www.selkirksteelers.com

MISSION STATEMENT:

The Selkirk Steelers Junior 'A' Hockey Club Inc. is a not-for-profit organization that is dedicated to providing quality Junior 'A' Hockey to the City of Selkirk and surrounding Communities. We are committed to providing players 16-20 years-of-age with an environment that promotes professionalism, development, respect and a sense of pride within the community and within themselves. Being a not-for-profit organization, the Steelers rely on the generous financial support of corporate partners, fan's and individuals as the team strives to provide quality and value to our community stakeholders.



OUR HISTORY:

The Selkirk Steelers inaugural season began in 1966 when the team was established. Since this time, the Steelers have become the premiere hockey and sporting entity in the community. Over it's storied history, the Steelers have won many championships including division, league, regional and national titles. In additional, the Steelers have produced many players who have gone on to play in the National Hockey League and many other professional and semi-professional leagues around the world.

MANITOBA JUNIOR HOCKEY LEAGUE (MJHL):

The Manitoba Junior Hockey League is the oldest Junior 'A' Hockey League in Canada. The MJHL currently consists of 11 teams and is a member of the 10 League CJHL (Canadian Junior Hockey League). MJHL team's compete each year for the league championship known as the "Turnbull Cup". The winner of the Turnbull Cup advances to the Western Canadian Championships which consists of other league winner's from Saskatchewan, Alberta, BC and a Host Team. The winner of this event advances to the National Championship know as the "RBC Cup".



MJHL TEAMS

Dauphin Kings

Swan Valley Stampeders

Neepawa Natives

Virden Oil Capitals

OCN Blizzard

Waywayseecappo Wolverines

Portage Terriers

Winkler Flyers

Selkirk Steelers

Winnipeg Blues

Steinbach Pistons

THE SEASON

The Selkirk Steelers play a 60 game season starting in September. There are 29 home games and 29 away games with the remaining two games being played (1– home, 1– away) at the MJHL Showcase held each year at the MTS Iceplex.

SELKIRK RECREATION COMPLEX

The Selkirk Steelers play all regular season and playoff home games at the Selkirk Recreation Complex which is located at 180 Easton Drive in the City of Selkirk. The Recreation Complex has a seating capacity of 1,871 with a maximum capacity of 2,500 (including standing room). After officially opening on May 26, 1990, The Rec Complex quickly became one of the premier facilities in the Manitoba Junior Hockey League. The Rec Complex has also hosted many notable hockey events such as the World Junior Hockey Championships, World Women's Hockey Championship and the Telus Cup (National AAA Midget Championship). The Rec Complex is also home to the Steelers Front Office.



JOIN OUR TEAM

A Selkirk Steelers Corporate Partnership is an extremely effective and visible way to display your companies brand to a captive audience, while increasing your profile and support of Junior 'A' Hockey in the community. There are a variety of "Property" options that fits all budgets.

COMMUNITY PARTNERSHIP LEVELS

ALL STAR

ALL-STAR PARTNER (\$4,000 - plus)

- ◆ 4 - Season Ticket Packages (\$700 Value)
- ◆ 8- Tickets to "Bob Jefferson" Partner Appreciation Night (\$280 Value)



FIRST STAR PARTNER (\$3,000 - \$3,999)

- ◆ 3 - Season Ticket Packages (\$525 Value)
- ◆ 6- Tickets to "Bob Jefferson" Partner Appreciation Night (\$210 Value)



SECOND STAR PARTNER (\$2,000- \$2,999)

- ◆ 2 - Season Ticket Packages (\$350 Value)
- ◆ 4- Tickets to "Bob Jefferson" Partner Appreciation Night (\$140 Value)



THIRD STAR PARTNER (\$500 - \$1,999)

- ◆ 1 Season Ticket Package (\$175 Value)
- ◆ 2- Tickets to "Bob Jefferson" Partner Appreciation Night (\$70 Value)

HOW IT WORKS

As a Corporate Partner, you have the flexibility to select from a menu of “**Properties**” that suit your budget and branding needs. A minimum investment of \$500.00 is required to be considered a Corporate Partner. Based on the total value of Properties selected, you will attain one of four defined Community Partnership Levels. Each level comes with it’s own incentives along with the benefit of using the title “Official Partner of the Selkirk Steelers”.

- ♦ All Corporate Partnerships are for a 1 year term with the majority of renewals occurring in the off-season summer months.
- ♦ Renewals have the “right of first refusal” until June 30th of each year or otherwise decided by the Selkirk Steelers.
- ♦ Some properties may have strict deadlines due to production and installation requirements that may be beyond the control of the Selkirk Steelers i.e. in-ice logo’s
- ♦ All Properties will be in effect for the start of the Regular Season and includes Playoff Games.
- ♦ Due to matters beyond the control of the Selkirk Steelers, some signage may be covered during provincial, regional, national and international events due to event sponsorship conflicts of interest. Corporate Partners will be notified in advance if these situations arise.
- ♦ Corporate Partners are responsible for providing artwork in a high resolution file and for any initial production or setup charges.

PROPERTIES MENU

RINK BOARDS

Rink boards are a very visible way to get your brand out to the community. Not only will Selkirk Steelers and MJHL fans see it every season, but every user of the Selkirk Rec Complex .

Additionally, your rink board could be seen in game highlights on television, the internet and action photos that may be used by the media and Steelers for team and/or MJHL promotions.



AVAILABLE SIZES:

4’w x 3’h \$800
8’w x 3’h \$1,400
12’w x 3’h \$2,000

PLAYERS BENCH- HOME & VISITOR

So much attention takes place at both the home and visitors players bench and the penalty box. Fan's are always trying to see who is coming on and off the ice. Having your businesses signage at either bench is a focal point not only during Steelers games but at all events hosted at the Selkirk Rec Complex.

Note: there are 2- spots available on both the home and visitors bench at 8'w x 3'h. A discount of 25% is given if both spots are sold to the same partner for a 16'w x 3'h sign.

AVAILABLE SIZES:

8'w x 3'h **\$1000**

16'w x 3'h **\$1,500**



PENALTY BOX



AVAILABLE SIZES:

4'w x 3'h **\$350**

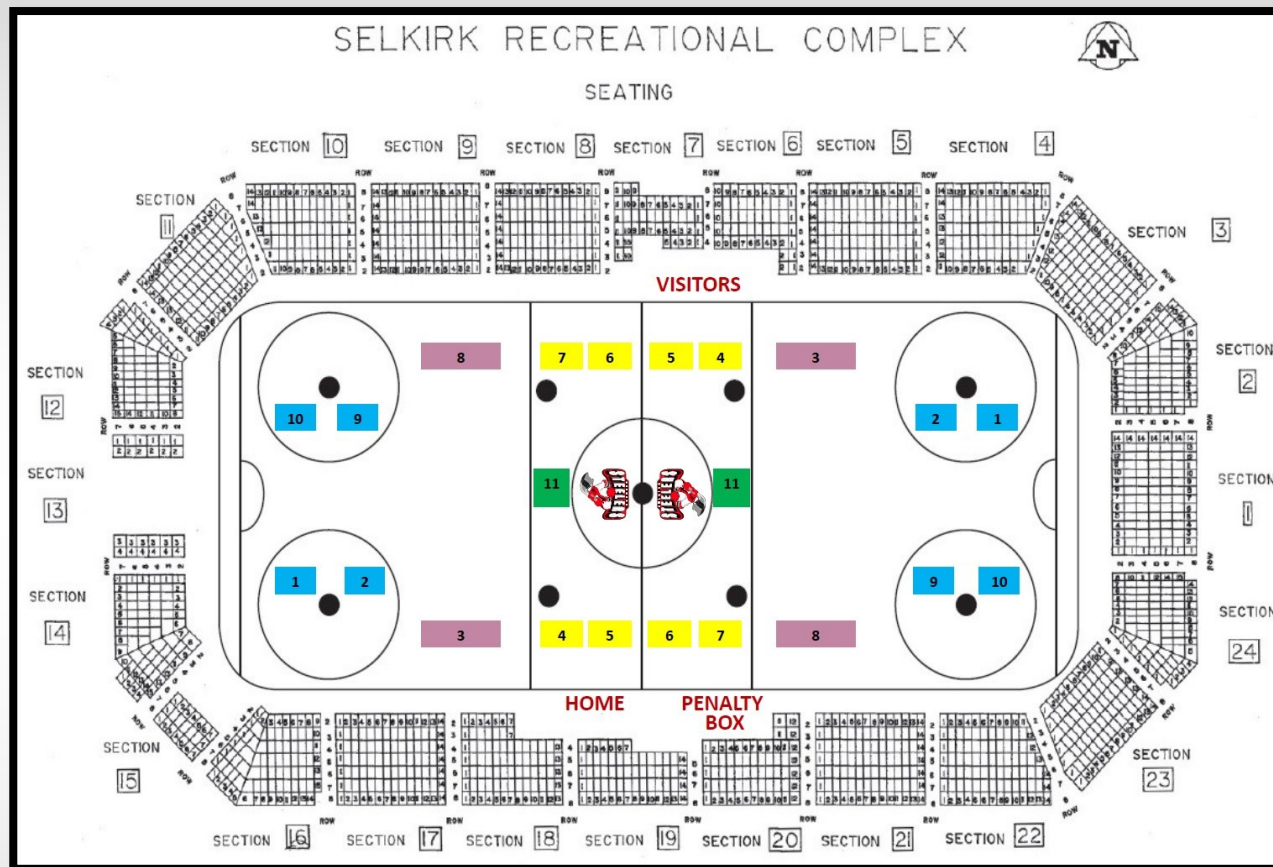
IN-ICE LOGOS

What better way to display your brand than to embed it in the surface the Steelers skate across. In-Ice Logos can be placed in a variety of locations that offer maximum exposure.

In-Ice Logos are sold in pairs to offer viewing from both sides of the rink.

Locations:

CENTRE ICE (max screen 8'w x 8'h) \$2,800
DEFENSIVE ZONE (max screen 14'w x 6'h) \$1,800
NEUTRAL ZONE (max screen 10'w x 6'h) \$1,500
FACE-OFF CIRCLE (max screen 6'w x 4'h) \$1,200



GAME ANNOUNCEMENTS

Special Feature:

Starting Line-up \$650	
Out of Town Scoreboard \$650	
Break of the Game	1 period \$650	3 periods \$1,500
Toonie Puck Toss \$650	
Power Play \$1,500	
Penalty Kill \$1,500	

WALL AND RAFTER

Either hanging from the rafters above the crowd or mounted on the outer walls in the concourse level of the rink, these signs give your business instant recognition at the rink.



Wall Signs(one-sided):

4'w x 4'h \$500

8'w x 4'h \$750

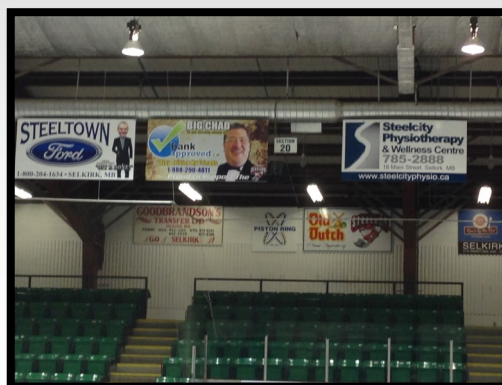
12'w x 4'h \$1000

Rafter Signs(double-sided):

4'w x 3'h \$650

8'w x 3'h \$1,000

12'w x 3'h \$1,400



DOOR WRAPS

Rink-Side Doors

..... \$1,800 (per double door)



LED SIGN

18' X 3' Digital Sign that shows ads all season long in still image or video format, even during non-Steelers games.



4—12 weeks \$70/week

FULL SEASON \$1,500 (Regular Season and Playoffs)

GAME DAY LINE-UP

Freshly produced for every game in high quality full colour, the game day line up contains all the important information for that day's game. Handed out by our friendly Volunteer Staff, the game day line-up provides a terrific opportunity to get your name right into the hands of our fan's.

Page 1:

Top (approx. 1.5" x 8" \$2,000

Bottom (approx. 1.5" x 8" \$1,750

Page 2 & 3:

1/8 (approx. 2.75" x 4") \$700

1/4 (approx. 5.5" x 4") \$1,250

1/2 (approx. 5.5" x 8" \$2,000

SUBWAY Game Day

Sunday February 22, 2015 Portage Terriers vs Selkirk Steelers 2:30pm

Dale Goodbrandson

Kyle Sutherland

Post Game player autographs at the top of section 11 beside Fan Services

Today's Game Sponsor

the co-operators

Chad Knut

Around the MJHL Tonight

Dauphin Kings @ OCN Blizzard 7:00pm
Steinbach Pistons @ Portage Terriers 7:30pm
Sour Valley Stormers @ Winkler Flyers 7:30pm

Next home game & up coming events:

Tuesday March 3rd vs Winkler Flyers 7:30pm
Regular Season Completed, Playoff Schedule TBA

Chad Knut, B. COMM.
Insurance Financial Advisor
The Co-operators

2014 Main Street
Selkirk, MB R1A 1T1
Phone: 204-482-8958 Fax: 204-482-8960
100-1000 Concession Avenue
Winnipeg, MB R2X 4B9
Phone: 204-489-4243 Fax: 204-489-4375
TOLL FREE CLAIMS - 1-877-942-CLAIM (2541)

AUTOMATED LIFE / DISABILITY / HOME / BUSINESS GROUP BENEFITS / TRAVEL / INVESTMENTS

the co-operators
A Better Place for You™

FRANK'S PIZZA PLAYER PROFILE

Carey Morrison
#7
Position: Defence
Years with Steelers: Third
Hometown: Winnipeg, MB
Favorite Movie: Dawn of the Planet of the Apes
Hobbies: Hunting and Lacrosse
Favorite NHL Player: Erik Karlsson
Last Vacation: Phoenix

STEELERS STATS

Player	GP	PTS	G	A	PIM	PP	PK	SH	
1. Ryan O'Connell	54	0	40	1	2	0	1	0	77
2. Carey Morrison	52	0	40	5	5	0	1	0	26
3. Darrin Hackett	54	0	24	10	10	0	1	0	20
4. Darrin Hackett	52	0	24	5	10	0	1	0	20
5. John Edwards	54	0	22	6	13	0	2	0	77
6. John Edwards	54	0	22	5	12	0	1	0	66
7. John Edwards	54	0	22	5	12	0	1	0	66
8. John Edwards	54	0	22	5	12	0	1	0	66
9. John Edwards	54	0	22	5	12	0	1	0	66
10. John Edwards	54	0	22	5	12	0	1	0	66
11. John Edwards	54	0	22	5	12	0	1	0	66
12. John Edwards	54	0	22	5	12	0	1	0	66
13. John Edwards	54	0	22	5	12	0	1	0	66
14. John Edwards	54	0	22	5	12	0	1	0	66
15. John Edwards	54	0	22	5	12	0	1	0	66
16. John Edwards	54	0	22	5	12	0	1	0	66
17. John Edwards	54	0	22	5	12	0	1	0	66
18. John Edwards	54	0	22	5	12	0	1	0	66
19. John Edwards	54	0	22	5	12	0	1	0	66
20. John Edwards	54	0	22	5	12	0	1	0	66
21. John Edwards	54	0	22	5	12	0	1	0	66
22. John Edwards	54	0	22	5	12	0	1	0	66
23. John Edwards	54	0	22	5	12	0	1	0	66
24. John Edwards	54	0	22	5	12	0	1	0	66
25. John Edwards	54	0	22	5	12	0	1	0	66

TERRIERS STATS

Player	GP	PTS	G	A	PIM	PP	PK	SH	
1. Ryan O'Connell	54	0	40	1	2	0	1	0	77
2. Carey Morrison	52	0	40	5	5	0	1	0	26
3. Darrin Hackett	54	0	24	10	10	0	1	0	20
4. Darrin Hackett	52	0	24	5	10	0	1	0	20
5. John Edwards	54	0	22	6	13	0	2	0	77
6. John Edwards	54	0	22	5	12	0	1	0	66
7. John Edwards	54	0	22	5	12	0	1	0	66
8. John Edwards	54	0	22	5	12	0	1	0	66
9. John Edwards	54	0	22	5	12	0	1	0	66
10. John Edwards	54	0	22	5	12	0	1	0	66
11. John Edwards	54	0	22	5	12	0	1	0	66
12. John Edwards	54	0	22	5	12	0	1	0	66
13. John Edwards	54	0	22	5	12	0	1	0	66
14. John Edwards	54	0	22	5	12	0	1	0	66
15. John Edwards	54	0	22	5	12	0	1	0	66
16. John Edwards	54	0	22	5	12	0	1	0	66
17. John Edwards	54	0	22	5	12	0	1	0	66
18. John Edwards	54	0	22	5	12	0	1	0	66
19. John Edwards	54	0	22	5	12	0	1	0	66
20. John Edwards	54	0	22	5	12	0	1	0	66
21. John Edwards	54	0	22	5	12	0	1	0	66
22. John Edwards	54	0	22	5	12	0	1	0	66
23. John Edwards	54	0	22	5	12	0	1	0	66
24. John Edwards	54	0	22	5	12	0	1	0	66
25. John Edwards	54	0	22	5	12	0	1	0	66

GOALIE STATISTICS

Player	GP	W	L	T	GA	SA	SV%
1. Ryan O'Connell	54	20	13	0	1	202	88.1
2. Carey Morrison	52	20	13	0	1	202	88.1

STEELERS STAFF

General Manager: David Clark
Head Coach/Director of Player Personnel: Wayne Barby
Assistant Coach: Jeff Hackett
Assistant Coach: Craig Leach
Goalie Coach: Brian Calkins
Athletic Therapist: Adam Monahan

TERRIERS STAFF

Head Coach/General Manager: Troy Leach
Head of Player Personnel/Director of Player Personnel: Chad Leach
Assistant Coach: Keith Mahood
Assistant Coach: Shane Thompson
Athletic Therapist/Equipment Manager: Stephen Wady

NOBLE PLUMBING

• Drainage & Water Pump Repairs
• Water Heaters & Hot Water Tanks
• Plumbing Repairs & Remodeling
204-485-2288
www.nobleplumbing.com

50/50 LOTTO

March 2, 2015
Maximum Prize Pool Amount
Up to \$120,000

MANITOBA LIQUOR & LOTTERIES

FLIGHT DECK

For more information and details on how to apply, visit: www.mlb.ca

SUB of the MONTH

SUBWAY MELT
6" for \$4

BREAKFAST

Ready when you are

Rocky's
575 HIGHWAY 247, WILLOWDALE
www.rockys.com

FRIDGE MAGNET SCHEDULE

800 fridge magnets are distributed to fans at the beginning of the season, but used all year to keep track of all Steelers home and away games. These magnets are highly visible when placed front at centre on fridges both at home and in the workplace

Title Partner \$800

Bottom Panel (3- available) \$350

2014-2015 SELKIRK STEELERS SCHEDULE

Phone: 204-482-7020
All games begin at 7:30pm unless otherwise indicated.

ON THE ROCKS
UP TOWN CAFE

Red Horn
BEER STORE AND BUTTLE DEPOT

SELKIRK MOTOR HOTEL
219 MANITOBA AVE., SELKIRK, MB 204-482-1900

LEGEND
Home Away Showcase

SEPTEMBER 2014

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

OCTOBER 2014

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

NOVEMBER 2014

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

DECEMBER 2014

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

JANUARY 2015

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

FEBRUARY 2015

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

POCKET SCHEDULE

1,000 Selkirk Steelers Pocket Schedules are produced in full colour and a great way for fans to stay on top of all home and away games.

Advance Tickets
www.selkirksteelers.com
Information on Monday or Group booking call:
204-482-7020

Selkirk Ticket Office
180 Easton Drive
Selkirk Recreation Complex Front Entrance
(open one hour prior to all home games)

Selkirk Chrysler
1011 Manitoba Ave.
Selkirk, MB
(204) 482-5808

T.D. Canada Trust
398 Main St.
Selkirk, MB
(204) 482-3800

Selkirk Steelers Office
180 Easton Drive
Lower Level (northside)
Selkirk Recreation Complex
Ph: (204) 482-7020
Email: info@selkirksteelers.com

Sunova
233 Main St.
Selkirk, MB
(204) 785-7625

Red River Coop
275 Main St.
Selkirk, MB
(204) 785-2909

Steelers Season Tickets
Selkirk's Steelers season tickets are a great way to see every minute of Steelers hockey at a very affordable price.

Season Ticket	Price	Value
Home 18	\$195	\$12
Home 19-22	\$195	\$8
Home 23-26	\$195	\$8
Home 27-30	N/A	\$5
Home 31 & away	N/A	FREE

Note:
- All season tickets include the right to reserve your seat for the regular season and playoffs.
- Playoff tickets are not included in the season ticket price.
- In season tickets are not included in season tickets.
- All individual and season tickets during the regular season are "full" and available at any game.

SELKIRK STEELERS
2014 - 2015 SCHEDULE

2003-2004
• M.J.H. CHAMPIONS
2004-2005
• ADIRONDACK DIVISION CHAMPIONS
2006-2007
• ADIRONDACK DIVISION CHAMPIONS
2008-2009
• ADIRONDACK DIVISION CHAMPIONS
2010-2011
• M.J.H. TURNBULL CUP FINALISTS

Your JOURNAL
SUPPORTING
Community Sports

Selkirk Record

<p>SEPTEMBER 2014</p> <p>1: 2: 3: 4: 5: 6: 7: 8: 9: 10: 11: 12: 13: 14: 15: 16: 17: 18: 19: 20: 21: 22: 23: 24: 25: 26: 27: 28: 29: 30: 31:</p> <p>OCTOBER 2014</p> <p>1: 2: 3: 4: 5: 6: 7: 8: 9: 10: 11: 12: 13: 14: 15: 16: 17: 18: 19: 20: 21: 22: 23: 24: 25: 26: 27: 28: 29: 30: 31:</p>	<p>NOVEMBER 2014</p> <p>1: 2: 3: 4: 5: 6: 7: 8: 9: 10: 11: 12: 13: 14: 15: 16: 17: 18: 19: 20: 21: 22: 23: 24: 25: 26: 27: 28: 29: 30:</p> <p>DECEMBER 2014</p> <p>1: 2: 3: 4: 5: 6: 7: 8: 9: 10: 11: 12: 13: 14: 15: 16: 17: 18: 19: 20: 21: 22: 23: 24: 25: 26: 27: 28: 29: 30: 31:</p>	<p>JANUARY 2015</p> <p>1: 2: 3: 4: 5: 6: 7: 8: 9: 10: 11: 12: 13: 14: 15: 16: 17: 18: 19: 20: 21: 22: 23: 24: 25: 26: 27: 28: 29: 30: 31:</p> <p>FEBRUARY 2015</p> <p>1: 2: 3: 4: 5: 6: 7: 8: 9: 10: 11: 12: 13: 14: 15: 16: 17: 18: 19: 20: 21: 22: 23: 24: 25: 26: 27: 28: 29:</p>	<p>DONT MISS OUT ON MJHL SHOWCASE WEEKEND</p> <p>Friday, October 3 Selkirk Steelers vs. Dauphin Kings MTS Ice Plex 7pm</p> <p>Saturday, October 4 Neepawa Natives vs. Selkirk Steelers MTS Ice Plex 6pm</p> <p>Domino's Pizza 344 Main Street, Selkirk 204-482-1750</p>
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All Games begin at 7:30 p.m. unless otherwise noted.

LEGEND: Exhibition Home Away Showcase

1/2 Panel \$500

1/2 Panel (Back) \$650

Full Panel (Back) \$1,000

ON-ICE INTERMISSION EVENTS

A great way to incorporate a fun interactive event with the fan's during the first or second intermission.

Note: Corporate Partners are responsible for any prize give-a-ways during the event.

..... \$1,000

FRANK'S PIZZA

SHOOT TO WIN!

PIZZA FOR A YEAR!

268 Main St.
Selkirk, MB
204.482.7922

2450 Main St.
Winnipeg, MB
204.338.7922

"OFFICIAL" GAME PUCKS

It's the focal point of every Steelers game and your company's logo can be on one side of the puck and the Steelers logo on the other. Be part of every game with this opportunity!

300 Pucks

..... \$1,500



STEEL CREW & MASCOT “BEAMER”

Our Fan Services Team known as the Steel Crew along with Mascot Beamer are a focal point at all home games. From fan give-a-ways to intermission on ice contests and community events, your company’s logo is sure to catch the eye of many onlookers.

Your company’s logo can be proudly displayed on their uniforms!

Steel Crew \$1,500
Beamer \$1,500
Both \$2,200

GAME NIGHT PARTNER

It’s **GAME DAY** and your business is front and center when Steelers fans enter the building!

Your Game Day Partnership Includes:

- ◆ Promotional table in the lobby and/or rink concourse level that is yours to use for the games entirety.
- ◆ You will be recognized on the cover page of the Game Day Lineup
- ◆ Steelers social media announcements leading up to game day
- ◆ To start the game you will be announced as the Game Day Partner. Two additional announcements will be made throughout the game (it is the responsibility of the Game Day Partner to provide announcements a minimum 48 hours prior to game day)
- ◆ Give-a-away promotional items that can be distributed by your company’s Staff and/or with the assistance of our Fan Services– Steel Crew Team (give-a-way items are the responsibility of the Game Day Partner)
- ◆ Game Day Tickets for distribution by your company to clients prior to the event.

Prime Time: 40– Tickets

Non– Prime Time: 20– Tickets

Prime Time Games (Friday & Saturday plus special game events) \$650
Non– Prime Time Games (Sunday - Thursday) \$400

HOCKEY NIGHT IN SELKIRK DINNER

This is one of the premiere events that brings hockey fan's and the community together. Up close and personal, you will hear stories from one of hockey's greatest. This is an event you want to miss! Past guest speakers have included Grant Fuhr, Dennis Hull, Bernie Parent, Ron MacLean, Dale Hawerchuk and Marcel Dionne to name a few.

Full Table(8- people) **\$1,400**

Half Table(4- people) **\$750**

Individual Tickets **\$195**

Price is ALL INCLUSIVE and includes Dinner and Beverages



COMMUNITY

When you partner with the Selkirk Steelers you're not only supporting the team, but rather joining a community focused organization that makes it a priority to give back. Throughout the year, the Steelers attend and participate in approximately 30- 40 events.



YOUR TEAM - OUR COMMUNITY