



# Winnipeg Monarchs

2025-26 CORPORATE  
PARTNERSHIP OPPORTUNITIES

# Monarchs



# Winnipeg Monarchs



Introducing the Winnipeg Monarchs.

In 2020, the Winnipeg Freeze were introduced as the newest team in the Manitoba Junior Hockey League and over the past four seasons have been one of two teams based in the city along with the Winnipeg Blues. Starting in 2025-26, the team will now be known as the Winnipeg Monarchs which has a deep connection to the city.

The original Winnipeg Monarchs were a junior hockey team that was founded in 1930 who competed in the Manitoba Junior Hockey League from 1930 to 1978. In 1978, they were eventually renamed the Winnipeg South Blues who are now known as the Winnipeg Blues. "We wanted to pay homage to the long hockey history that we have in Winnipeg and the MJHL as we begin this new chapter of Monarchs hockey" shared Monarchs Governor Chet Pickard.

Since the 2022-23 season, the Monarchs have played their home games at hockey for all centre.

## Align Your Brand with Excellence

The Winnipeg Monarchs Junior Hockey Team is more than just a team—it's a symbol of dedication, teamwork, and community spirit. As a respected junior hockey organization in Manitoba, the Monarchs are committed to developing the next generation of hockey talent while fostering a loyal fan base that extends throughout Winnipeg and beyond.

## Exposure and Reach

By partnering with us, your brand gains direct access to this engaged and growing audience through in-arena branding, digital promotions, social media activations, and game-day experiences.

## Community Impact and Engagement

Supporting the Monarchs means investing in more than just hockey—it's an investment in the future of our community. Our players serve as role models for young athletes, and we regularly host events, clinics, and outreach programs that bring smiles to local families. Sponsors have the unique opportunity to participate in these initiatives, enhancing their brand's reputation as a community-minded leader.

## Tailored Partnership Opportunities

We understand that every sponsor has unique goals and priorities. That's why we offer customized sponsorship packages designed to meet your specific marketing objectives. Whether you're seeking high-visibility logo placement, interactive fan engagement opportunities, or digital integrations, we'll work with you to create a partnership that delivers maximum value.

## Join Our Winning Team

Partnering with the Winnipeg Monarchs means aligning your brand with a team that represents passion, resilience, and excellence on and off the ice. Together, we can achieve more—both in the rink and in the community.

Let's build something great together.

TO SET UP A MEETING TO DISCUSS PACKAGES OR SPONSORSHIP IDEAS PLEASE CONTACT:

Ben Micflikier  
Assistant General Manager  
Winnipeg Monarchs  
(204) 799-3677



#GoMonarchs





## Corporate Partnership Levels

**All-Star \$5,000+**

**First-Star \$3,500-\$5,000**

**Second-Star \$2,000-\$3,500**

**Third-Star \$500-\$2,000**

### **All-Star Benefits:**

All of the rights of First-Star  
Social Media post highlighting partnership  
The right to use the name  
*"Official Partner of the Winnipeg Monarchs"*

### **First-Star Benefits:**

All of the rights of Second-Star  
One player promotional visit at the discretion of the sponsor (2 players)  
Live mention at the end of all 29 Home Online broadcasts as a "First-Star Partner"

### **Second-Star Benefits:**

All of the rights of Third-Star  
Logo on Sponsors Banner in Arena for all 29 Home Games  
2 Season Tickets to all Winnipeg Monarchs Home Games

### **Third-Star Benefits:**

The right to use the Winnipeg Monarchs logo for advertising and promotions  
Public address at every home game as "Third-Star Partner"  
Company logo and link on [winnipegmonarchs.com](http://winnipegmonarchs.com) under "Third-Star Partner"

# Monarchs





## **EQUIPMENT BRANDING**

Helmet Logo - \$800

Logo sticker on side or back of helmet

Bum-Bar (Full set, dark jerseys) - \$2,500

Bum-Bar (Full set, white jerseys) - \$2,500

Your business in a name bar on the bottom back of each jersey

Pant Shell Sponsor (All times) - \$2,000

Logo printed on pant shells front or back

Water Bottles - \$1,550

Logo on water bottles

Game Pucks - \$1,050

Logo printed on one side of game pucks

## **GAME-DAY PROGRAM**

Game-Day Program Full Page - \$1,000

Full page advertisement in the game-day program

Game-Day Program Logo/Banner Ad - \$500

Your company logo or banner ad on the inside pages of our game-day Program

LIMIT OF 2 AVAILABLE

Game-Day Program "Presented By" Sponsorship - \$800

Your company logo on front page of our game-day Program

# Monarchs





## IN ARENA SIGNAGE

Rink Black-Out Window Panel - \$1,000  
Your business logo on all HFAC-PCL black out signage

Sponsorship Banner - \$1,000  
Your business logo on large HFAC-PCL end-wall banner

## TICKETS

Season Ticket Sponsor - \$1,000  
Dedicated Ad on Back of Ticket

General Admission Ticket Sponsor - \$1,500  
Dedicated Ad on Back of Ticket

## GAME SPONSOR -\$500

### Cost per Game

Logo on the Gam-Day post on all Monarchs Social Media

3 Public Address Announcements

15 Game-Day tickets for staff or clients

Live read on Broadcast during pre-game show

The right to onsite product sampling and promotional activities

A space at the HFAC to setup a tent and give out swag, promote the business/brand

A full page advertisement in our Game-Day Program

# Monarchs





## SOCIAL MEDIA ADVERTISING

Game-Day Announcement - \$1,500

Your logo on our Game-Day post on all Monarchs Social Media

Projected Line-up - \$2,000

Your logo on our Projected Starting lineup post on all Monarchs Social Media

1<sup>st</sup> Period Summary - \$1,000

Your logo on our after 1 period of play post on all Monarchs Social Media

2<sup>nd</sup> Period Summary - \$1,000

Your logo on our after 2 periods of play post on Monarchs Social Media

Final Score Summary - \$2,000

Your logo on our final score post on Monarchs Social Media

3 Stars of the Game - \$1,000

Your logo on our 3 stars of the game post on Monarchs Social Media,  
only if a Monarch is named a star.

Player of the Month - \$750

Your logo on our Player of the Month post on Monarchs Social Media.

Commitment Announcement - \$500

Your logo on our Player Commitment post on Monarchs Social Media.

Advancement Announcement - \$500

Your logo on our Player Advancement post on Monarchs Social Media.

Website Ad - \$500

An advertisement on our website, that is clickable to your business' website

LIMIT OF 4 AVAILABLE

# Monarchs





## GAME-DAY ANNOUNCEMENTS

Roster Changes - \$500

Public address Live Liner, scratches & injuries, after warmup

Starting Line-Up - \$500

Public address Live Liner during starting lineup

Out of Town Scoreboard - \$500

Public address live liner during out of town scoreboard (2 per game)

Penalty Kill - \$1,000

Public address live liner at the start of every Monarchs Penalty Kill - 0-5 per game

Powerplay - \$1,000

Public address live liner at the start of every Monarchs Powerplay - 0-5 per game

Last Minute of Play - \$500

Public address live liner during last minute of play in each period (3 per game)

Intermission (2) Scoring/Shots Summary - \$500

Public address live liner during each intermission, discussing shots, stats and score  
(2 per game)

TV break ads (3) - \$500

Public address live ad read during each TV Timeout halfway through each period (3 per game)

Post-Game Summary - \$500

Public address live liner after final buzzer, 3rd period and total shots & score

3 Stars of the Game - \$500

Public address live liner during the 3 stars at the end of the game

# Monarchs





**FLOHOCKEY**

## **Flo Hockey Broadcast Sponsorships**

**(29 Games)**  
**Cost per Game**

**Game Sponsor - \$45**

Live Read at the start and end of each broadcast

**Pre-Game show - \$30**

Live liner at the start and end of the pre-game show on each broadcast

**Starting Goalies - \$20**

Live liner before introducing the starting goalies before first period on each broadcast

**Referee's - \$15**

Live liner on introduction to officiating crew in the 1st period

**Keys to Victory - \$18**

Live liner during first stoppage of play prior to keys to victory

**First Goal of the Game - \$18**

Live liner after first goal of game in each broadcast

**Period Sponsor (2) - \$45**

Live read at the end of each period except the 3rd period

**Intermission Sponsor (2) - \$45**

Live liner at the start and end of intermission show, two per game (2 Packages avail)

# Monarchs





**FLOHOCKEY**

## **Flo Hockey Broadcast Sponsorships (29 Games)**

### **Cost per Game**

**Scoring Summary (2) - \$45**

Live Liner during scoring summary in each intermission show (2 per game)

**Out of Town Scoreboard (2) - \$45**

Live liner during out of town scoreboard in each intermission show (2 per game)

**Powerplay Sponsor - \$60**

live liner at the start of every Monarchs powerplay (2.5 avg per game)

**Penalty Kill Sponsor - \$60**

live liner at the start of every Monarchs penalty kill (2.5 avg per game)

**Post Game Show - \$24**

Live liner at the start and end of the post-game show on each broadcast

**30 Second Radio Commercial (2) - \$75**

30-Second radio produced commercial played in each intermission (2 per game)

**LIMIT OF 6 AVAILABLE**

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