



5-TIME CHAMPIONS
'11 '11 '12 '17 '22

ESTABLISHED IN 2006, THE SAINT JOHN SEA DOGS WERE
THE FIRST ATLANTIC CANADIAN TEAM TO CAPTURE THE
MEMORIAL CUP, THE BEN JOOS AND 5-TIME MEMORIAL CUP
CHAMPIONS AND 3-TIME PRESIDENT CUP CHAMPIONS.

NEXT WAVE



PARTNERSHIP OPPORTUNITIES



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NEXT WAVE



**SCOTT
MCCAIN**
OWNER & CEO

SINCE OUR INVOLVEMENT IN BRINGING THE SAINT JOHN SEA DOGS TO THE REGION IN 2005, THE TEAM HAS BECOME AN INTEGRAL PART OF OUR COMMUNITY. WITH THREE PRESIDENT CUPS AND TWO MEMORIAL CUPS UNDER OUR BELT, WE STAND AS ONE OF THE MOST SUCCESSFUL FRANCHISES IN THE CHL SINCE ITS EXPANSION. NOTABLY, WE'VE NURTURED THE DEVELOPMENT OF OVER 20 PLAYERS WHO WENT ON TO EXCEL IN THE NHL AND HUNDREDS WHO HAVE EMBARKED ON SUCCESSFUL PROFESSIONAL CAREERS IN OTHER LEAGUES WHILE ALSO PURSUING HIGHER EDUCATION.

WHAT WE CHERISH MOST IS THE PROFOUND IMPACT THE TEAM HAS HAD ON OUR REGION. THE SEA DOGS HAVE BROUGHT ABOUT AN ECONOMIC WINDFALL OF OVER \$160 MILLION, OUR FOUNDATION HAS MADE SIGNIFICANT CONTRIBUTIONS TOTALING OVER \$5 MILLION TO SCHOLARSHIPS AND VARIOUS COMMUNITY GROUPS, AND, PERHAPS MOST IMPORTANTLY, WE'VE PLAYED A PIVOTAL ROLE IN ENHANCING THE OVERALL QUALITY OF LIFE IN OUR REGION.

WE WOULD BE HONORED TO WELCOME ORGANIZATIONS THAT SHARE OUR COMMITMENT TO COMMUNITY, EXCELLENCE, AND CREATING MEANINGFUL EXPERIENCES INTO THE SEA DOGS FAMILY AS PARTNERS. TOGETHER, WE CAN BUILD LASTING CONNECTIONS WITH FANS, MAKE A POSITIVE IMPACT THROUGHOUT OUR REGION, AND CONTINUE SHAPING A BRIGHT FUTURE FOR THE SEA DOGS AND THE COMMUNITIES WE PROUDLY REPRESENT.



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NEXT WAVE

MAKING AN **IMPACT** BEYOND THE RINK

THANKS TO THE UNWAVERING SUPPORT OF OUR CORPORATE PARTNERS, WE'RE ABLE TO INVEST IN OUR COMMUNITY, INSPIRE THE NEXT GENERATION, AND CREATE MEANINGFUL EXPERIENCES THROUGHOUT OUR REGION.

\$170M+

ECONOMIC IMPACT

GENERATED FOR THE SAINT JOHN REGION SINCE 2005 THROUGH GAME-DAY SPENDING, TOURISM, EMPLOYMENT, AND BUSINESS ACTIVITY.

\$5M+

INVESTED IN EDUCATION

CONTRIBUTED THROUGH THE SEA DOGS FOUNDATION TO SCHOLARSHIPS AND EDUCATIONAL INITIATIVES THAT SUPPORT LOCAL STUDENTS AND THEIR FUTURE SUCCESS.

40+

COMMUNITY EVENTS

PLAYERS AND STAFF PARTICIPATE IN MORE THAN 40 COMMUNITY APPEARANCES EACH SEASON, INCLUDING SCHOOL VISITS, CHARITABLE INITIATIVES, AND LOCAL CELEBRATIONS.



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NEXT WAVE

CITY OF CHAMPIONS



3X

QMJHL CHAMPIONS

2X

MEMORIAL CUP CHAMPIONS

5X

DIVISION CHAMPIONS

4X

REG. SEASON CHAMPIONS



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NEXT WAVE

FAN ENGAGEMENT ACROSS ALL PLATFORMS

SOCIAL MEDIA PROVIDES PARTNERS THE OPPORTUNITY TO
REACH FANS FASTER, AT A HIGHER FREQUENCY AND IN
HIGHER NUMBERS THAN EVER BEFORE.

32K



23K



27K



13K



4K



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NEXT WAVE

NOTABLE ALUMNI

THOMAS CHABOT

2013-2017

JONATHAN HUBERDEAU

2009-2013

SIMON DESPRES

2007-2011

JAKUB ZBORIL

2014-2017

MIKE HOFFMAN

2009-2010

BOKO IMAMA

2014-2017

CHARLIE COYLE

2011-2012

BRETT GALLANT

2005-2008

JOE VELENO

2015-2018

MATHIEU JOSEPH

2013-2017

MATTHEW HIGHMORE

2012-2017

NATHAN BEAULIEU

2008-2012



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NEXT WAVE

BACKLIT SIGNAGE

SCORECLOCK UPPER PANELS

SCORECLOCK LOWER PANELS

SCORECLOCK CORNER PANELS

LUXURY SUITE SIGN

SPOTLIGHT TOWER SIGN

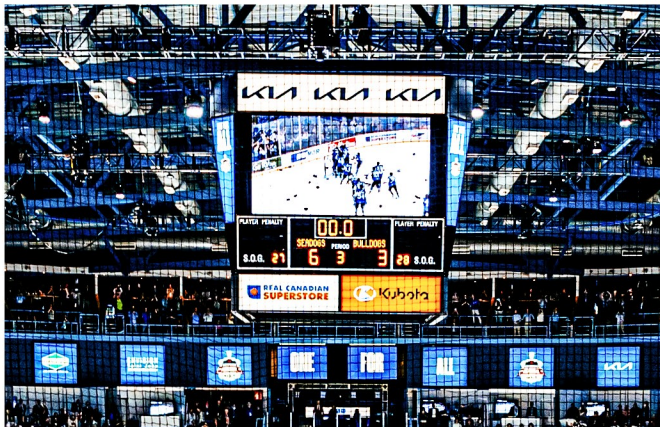
UPPER BOWL SIGN

LOWER BOWL SIGN

TIME OF DAY SIGN

PRESS BOX SIGN

CONCESSIONS SIGN



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NEXT WAVE

ICE LEVEL SIGNAGE

10-FOOT RINKBOARDS (PAIR)

12-FOOT RINKBOARDS (PAIR)

10-FOOT RINKBOARD (SINGLE)

12-FOOT RINKBOARD (SINGLE)

ON-ICE LOGO

PENALTY BOX WRAP

PLAYERS' BENCH WRAP



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NEXT WAVE

GAME DAY

GAME DAY SPONSOR

STARTING LINEUP

FIRST PUCK OUT OF PLAY

PERIOD SPONSOR

POWER PLAY

PENALTY KILL

SEA DOGS GOAL

REPLAY

TIMEOUT ACTIVATION

INTERMISSION ACTIVATION

T-SHIRT CANNON

CHUCK-A-PUCK

DANCE CAM

KISS CAM

FAN OF THE GAME

UPGRADE OF THE GAME

PLAYER INTERVIEW

SEASON TICKET GIVEAWAY

OUT OF TOWN SCORES

SCORING SUMMARY

PERIOD HIGHLIGHTS

WARMUP JERSEYS



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SOCIAL MEDIA

GAME DAY POST

PLAYER ARRIVALS

COUNTDOWN TO PUCK DROP

FIRST GOAL PREDICTOR

WARMUP CONTENT

HEAD-TO-HEAD STATS

PROJECTED LINEUP

STARTING LINEUP

STARTING GOALTENDER

SCORE UPDATES

PLAYER OF THE GAME

GAME HIGHLIGHTS

FINAL STATS

PLAY/GOAL OF THE WEEK

PLAYER BIRTHDAYS

TRANSACTIONS & ROSTER MOVES

OTHER OPPORTUNITIES

COLUMNS OF FAME

CONCOURSE DECALS

TEAM BUS LOGO

POCKET SCHEDULE AD

CUP HOLDERS

SECTION FLOOR DECALS

LOWER BOWL SEAT DECALS

UPPER BOWL SEAT DECALS

FLAG BEARER

SEA PUPS KIDS CLUB

SUNDAY FUNDAYS

HELMET DECALS



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