WELCOME TO THE
WESTERN HOCKEY LEAGUE
Developing Tomorrow's Leaders On and Off the Ice
ABOUT THE WHL

THE WHL IS A WORLD LEADING DEVELOPMENT LEAGUE

WESTERN FOOTPRINT
The WHL consists of 22 Member Clubs located in major centers throughout Western Canada and the U.S. Pacific Northwest.

NHL SUPPLIER
Established in 1966-67, the WHL has been a leading developer of NHL player talent for close to 60 years.

WHL SCHOLARSHIP
Leading provider of post-secondary scholarships, awarding over 7,500 WHL Scholarships to graduate players since 1993.

RESPECT IN HOCKEY
Provides system leading respect education and training designed to maintain a safe and respectful environment for players and staff at all times.

www.whl.ca
WHERE WE ARE

STRATEGICALLY LOCATED IN WESTERN CANADA’S AND THE
U.S. PACIFIC NORTHWEST MOST INFLUENTIAL MARKETS

<table>
<thead>
<tr>
<th>EAST DIVISION</th>
<th>CENTRAL DIVISION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brandon Wheat Kings</td>
<td>Calgary Hitmen</td>
</tr>
<tr>
<td>Moose Jaw Warriors</td>
<td>Edmonton Oil Kings</td>
</tr>
<tr>
<td>Prince Albert Raiders</td>
<td>Lethbridge Hurricanes</td>
</tr>
<tr>
<td>Regina Pats</td>
<td>Medicine Hat Tigers</td>
</tr>
<tr>
<td>Saskatoon Blades</td>
<td>Red Deer Rebels</td>
</tr>
<tr>
<td></td>
<td>Swift Current Broncos</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>US DIVISION</th>
<th>BC DIVISION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Everett Silvertips</td>
<td>Kamloops Blazers</td>
</tr>
<tr>
<td>Portland Winterhawks</td>
<td>Kelowna Rockets</td>
</tr>
<tr>
<td>Seattle Thunderbirds</td>
<td>Prince George Cougars</td>
</tr>
<tr>
<td>Spokane Chiefs</td>
<td>Vancouver Giants</td>
</tr>
<tr>
<td>Tri-City Americans</td>
<td>Victoria Royals</td>
</tr>
<tr>
<td>Wenatchee Wild</td>
<td></td>
</tr>
</tbody>
</table>
WHL CORNERSTONES

DEVELOPMENT
World class development experience for players, coaches, officials and staff

EDUCATION
Guaranteed post-secondary academic scholarship for all players

RESPECT
A comprehensive Respect in Hockey program promotes a safe and inclusive environment for all participants

COMMUNITY
A leading fan engagement experience delivering quality entertainment and support for the community
CORNERSTONE #1
DEVELOPMENT

THE WHL PROVIDES THE BEST OPPORTUNITY FOR PLAYERS TO DEVELOP INTO PROFESSIONAL HOCKEY PLAYERS, ACHIEVE THEIR ACADEMIC GOALS WHILE LEARNING VALUABLE LIFE SKILLS

The WHL is

#1

- Choice of top prospects in the West
- Supplier to the NHL
- Supplier to Canada's National Teams
- Supplier to Canada West University Hockey Programs
CORNERSTONE #2
EDUCATION

OVER $30M INVESTED IN WHL SCHOLARSHIPS SINCE 1993

- 300+ Active players enrolled in high school and post secondary each season
- 350 WHL Scholarships awarded to graduates each year
- 7,500+ WHL Scholarships awarded since 1993
CORNERSTONE #3
RESPECT

The WHL has implemented a comprehensive Respect in Hockey Program which includes mandatory education, training and certification for all WHL participants including:

- Players
- Coaches
- Management
- Ownership
- Team Personnel
- WHL Office Staff
- Trainers & Therapists
- Officials
- Billets
Community

WHL Member Clubs Generate Significant Support for Community Charities and Minor Hockey Programs

Every year, the WHL and WHL member Clubs host awareness nights, community campaigns and fundraising events which results in substantial donations.

$4M+
WHL COMMUNITY

THE COMPOSITION OF THE WHL EXTENDS TO COMMUNITIES OF ALL SIZES THROUGHOUT WESTERN CANADA, THE U.S. AND EUROPE

550
PLAYERS

500
STAFF

150
OFFICIALS

400
BILLET FAMILIES

3.5M
FANS

6.5M
POPULATION

225
HOME TOWNS
DEMOGRAPHICS
OUR FANS

56% Males
Gen pop: 52%

44% Female
Gen pop: 48%

5% 13-18
Gen pop: 15%

24% 19-29
Gen pop: 18%

44% 30-49
Gen pop: 38%

27% 50-69
Gen pop: 30%

47% Kids in HHLD <18
Gen pop: 43%

53% No Kids in HHLD
Gen pop: 57%

37% BC
Gen pop: 44%

35% Alberta
Gen pop: 33%

10% Saskatchewan
Gen pop: 9%

17% Manitoba
Gen pop: 14%

73% Canadian Born
Gen pop: 70%

27% Foreign Born
Gen pop: 30%

$ 20% Under $50K
Gen pop: 22%

43% $50-$100K
Gen pop: 36%

28% Over $100K
Gen pop: 29%

IMI International (2018)
KEY MARKETING FACTS

The WHL presents a unique opportunity to effectively connect with fans in communities across Western Canada and the U.S. Pacific Northwest

55% Of hockey fans think companies involved in sponsoring sports gain appeal with the audience

39% Of hockey fans would choose a sponsor’s product rather than rival brands if the price and quality were the same

29% Of hockey fans liked or followed a sports league on social networking sites

IMI International (2018)
WHY PARTNER WITH THE WHL?

THE WHL OFFERS WORLD CLASS HOCKEY THAT IS ENTERTAINING, AFFORDABLE AND FAMILY FRIENDLY

A significant opportunity to leverage the massive reach the WHL offers to grow your brand by engaging in communities through our loyal fanbase.
No other sports property in Western Canada and the U.S. Pacific Northwest has the depth of platforms and services than the WHL.
WHL LEAGUE & TEAMS
DIGITAL REACH

- TikTok: 321K
- Twitter: 690K
- YouTube: 24K
- Instagram: 547K
- Facebook: 526K
- Web: 3.7M
THE GAME FOR EVERYONE

WHL SIGNATURE PROPERTIES

Develop events in a welcoming and inclusive environment where everyone can enjoy the game of hockey and feel like they belong. Whether you are a player, coach or fan, there are many ways to get involved and help promote hockey for all.

- School visits combining fun facts and an interactive opportunity (floor hockey)
- Clinics - exploring equipment and basic skills (off ice)
- Pre-game Hockey 101 sessions
- Interactive kiosks at games
- Tickets to live games with a mentor to explain the game
- Team visits to rural communities
- Outdoor ice festivals - Learn to Play

*Customized Programming Available
WHL SIGNATURE PROPERTIES
WOMEN/GIRLS IN SPORT

Share successful experiences and increase awareness of the opportunities available to women/girls in hockey and sport. Encouraging women/girls to engage and stay in sport.

Grow opportunities for Women/Girls in Sport through:
- Girls Training Day – encourage young girls to play hockey
- Women/Girls Hockey Mentorship Program
- Digital Speakers Series – interviews with women in the sport industry and those who are breaking barriers
- Women/Girls in Sport Conference
- Internship Program
- International Women’s Day Digital Programming
- Women in Sport Networking Events

*Customized Programming Available
WHL SIGNATURE PROPERTIES
INDIGENOUS RELATIONS

The WHL has partnered with Every Child Matters and Orange Shirt Society to develop a Truth and Reconciliation awareness campaign which is held during WHL Opening Week in recognition of National Day for Truth and Reconciliation.

In the 2022-23 season, during the month of February, WHL Players participated in the Orange Jersey Project – an initiative created by the Orange Shirt Society. This project is aimed at using the power of sport to serve as a vehicle toward educating society about the history of the Residential school system and strengthening the path toward truth and reconciliation. A digital map recognizing the territories and nations on which WHL Clubs play has been developed.

Future initiatives include a call to action – supporting Indigenous communities to re-open arenas and support participation in hockey programs for all youth.
THANK YOU FOR YOUR CONSIDERATION

FOR MORE INFORMATION
Alysia Olsen
Western Hockey League
aolsen@chl.ca