



The Western Hockey League

More Than Just Hockey
We Build Character, Leadership, and Champions





THE WHL

**World-Class Development
Proven Results**

Our Organization

Comprised of 23 member clubs spread across Western Canada and the U.S. Pacific Northwest

Premier Talent Pipeline to the NHL

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

Champion of Academic Development

Dedicated to education, the WHL has awarded over 8,000 post-secondary scholarships to graduating players since 1994 — supporting success beyond the rink.

Teaching the Game. Instilling Respect

Provides best-in-class respect education and training, fostering a culture of safety and respect for players and staff at every level.

WHERE WE ARE

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

CENTRAL DIVISION

Calgary Hitmen
Edmonton Oil Kings
Lethbridge Hurricanes
Medicine Hat Tigers
Red Deer Rebels

EAST DIVISION

Brandon Wheat Kings
Moose Jaw Warriors
Prince Albert Raiders
Regina Pats
Saskatoon Blades
Swift Current Broncos

BC DIVISION

Kamloops Blazers
Kelowna Rockets
Penticton Vees
Prince George Cougars
Vancouver Giants
Victoria Royals

US DIVISION

Everett Silvertips
Portland Winterhawks
Seattle Thunderbirds
Spokane Chiefs
Tri-City Americans
Wenatchee Wild



OUR VISION

To remain the World's premier major junior hockey league by continuing to provide the best player development and education opportunities while delivering a high level of entertainment value for our fans.





Ryan Lin
Richmond, BC

WHL Drafted #8 overall 2023
Vancouver Giants

NHL Projected #1 draft pick 2026

DEVELOPMENT

- WHL: Where 16–20 year-olds become NHL stars
- 33 players advanced in the 2025 NHL Draft
- Canada's toughest stage for junior hockey
- Coaches with pro & international pedigree
- The launchpad for elite referees

EDUCATION

- WHL: Excellence on the ice and in the classroom
- 1 in 5 players achieve annual honor roll
- One full year of tuition for every season played
- Average 400 scholarships awarded each year
- Financial support for post-secondary while playing



Landon Dupont
Calgary, AB

WHL Drafted #1 overall 2024
Everett Silvertips

NHL Projected 1st round draft pick 2027

RESPECT

- WHL's Respect in Hockey program promotes education, safety, and abuse prevention.
- Respect in Hockey Champions Workshops address diversity, mental health, and healthy relationships.
- Players First Program provides risk prevention and athlete impact training.
- Seven Point Plan strengthens rules, protocols, and facilities for player safety and injury prevention.

COMMUNITY

- WHL Clubs help raise over \$4.3 million annually for local charities.
- Players and teams actively support communities through school visits, hospitals visits, charity events, and local hockey programs.
- WHL supports Indigenous communities, mental health (Talk Today), Children's Miracle Network, and other local causes.



A GLOBAL LEAGUE WITH LOCAL ROOTS

From small towns to major cities,
the WHL impacts communities across Western Canada, the U.S., and Europe



500

STAFF



550

PLAYERS



150

OFFICIALS



400

BILLET FAMILIES



3.5M

FANS



6.5M

POPULATION



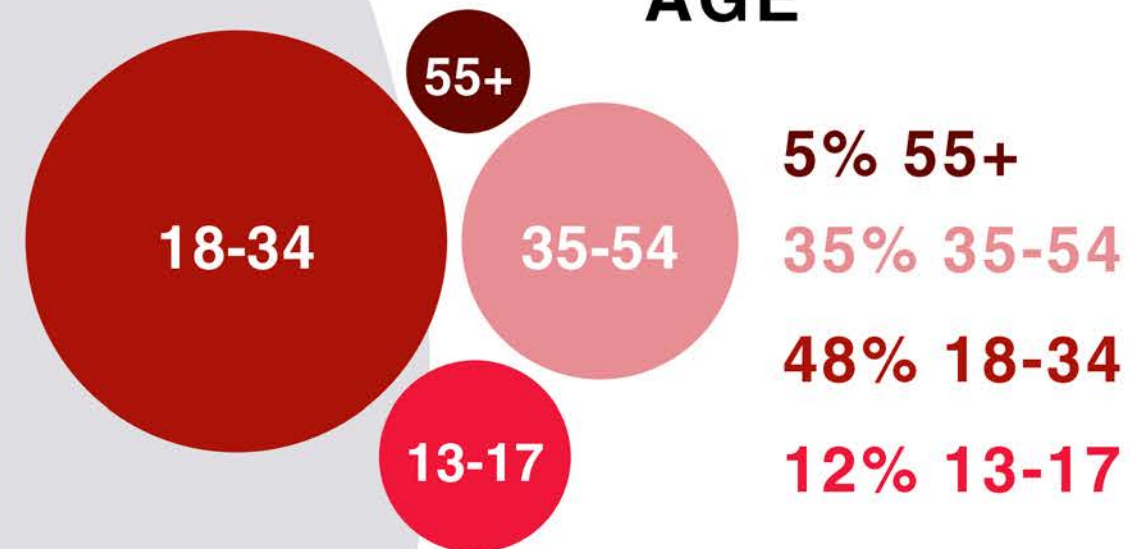
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HOME TOWNS

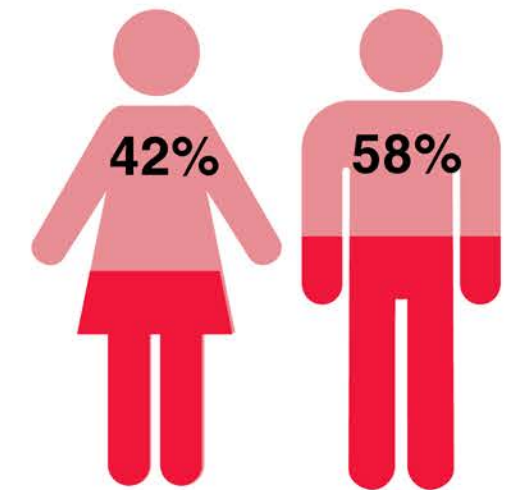
WHO WE REACH



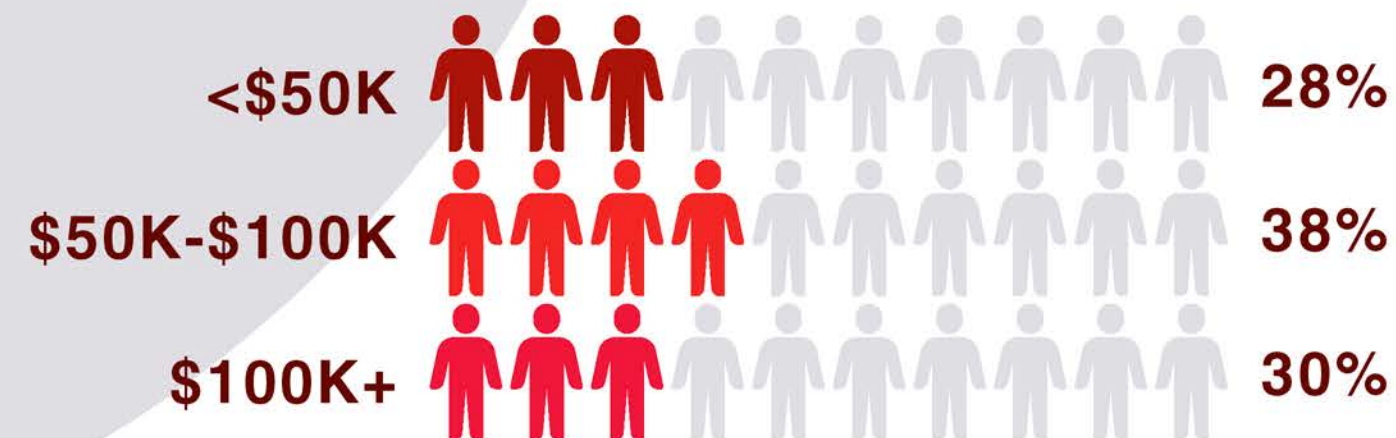
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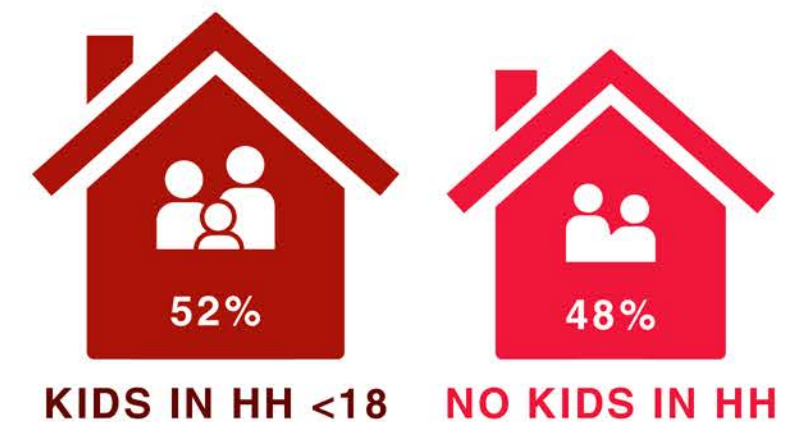
GENDER



HOUSEHOLD INCOME



HOUSEHOLD SIZE





QUICK FACTS

Total Attendance (748 Games):

3.1M

Playoff Attendance:

3.7K

WHL Live Viewership:

+18.6% growth Regular Season

+199% Growth Playoffs (Transition to Victory+)





LEAGUE & TEAMS SOCIAL REACH

Fans utilize teams and leagues social media platforms including Instagram, Twitter, Facebook and Tik Tok to get daily information.

On average, WHL fans are 5x more engaged than the general population.

TOTAL FOLLOWERS

2M+

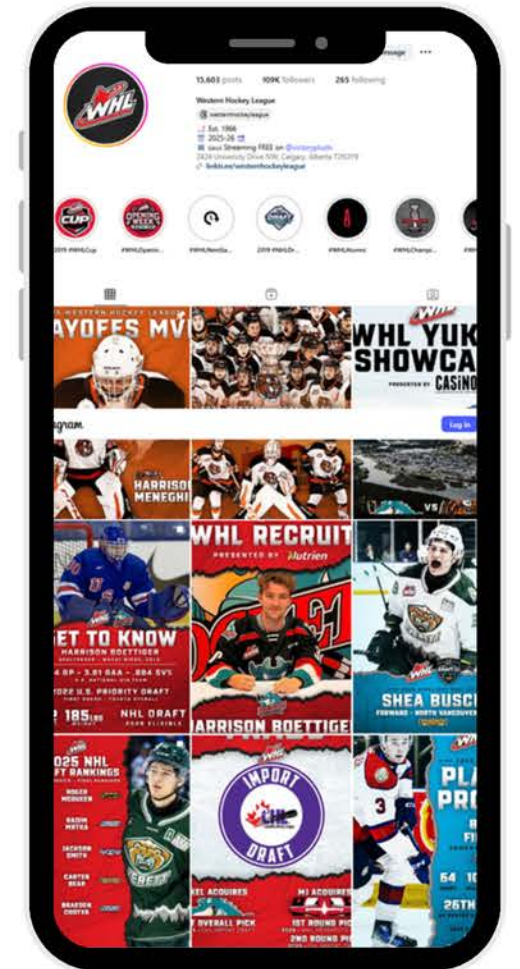
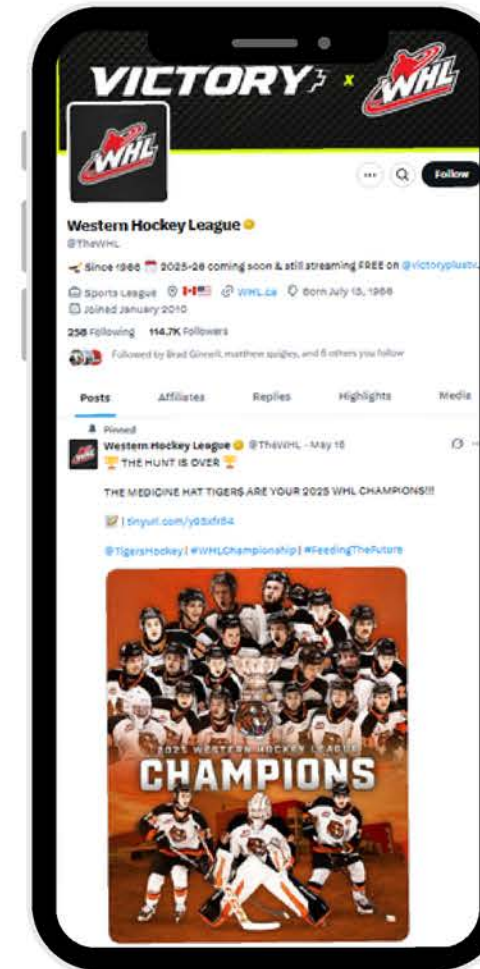
INCLUDES TEAMS AND LEAGUE
TWITTER, INSTAGRAM AND
FACEBOOK

280K+

INCLUDES LEAGUE TWITTER,
INSTAGRAM AND FACEBOOK

452M+
Estimated Impressions

INCLUDES TEAMS AND LEAGUE
TWITTER, INSTAGRAM AND FACEBOOK



WHL WEB



NETWORK FACTS

LEVERAGE THE MASSIVE REACH THROUGH WEB ADS,
PRE-ROLL AND SPONSORED CONTENT

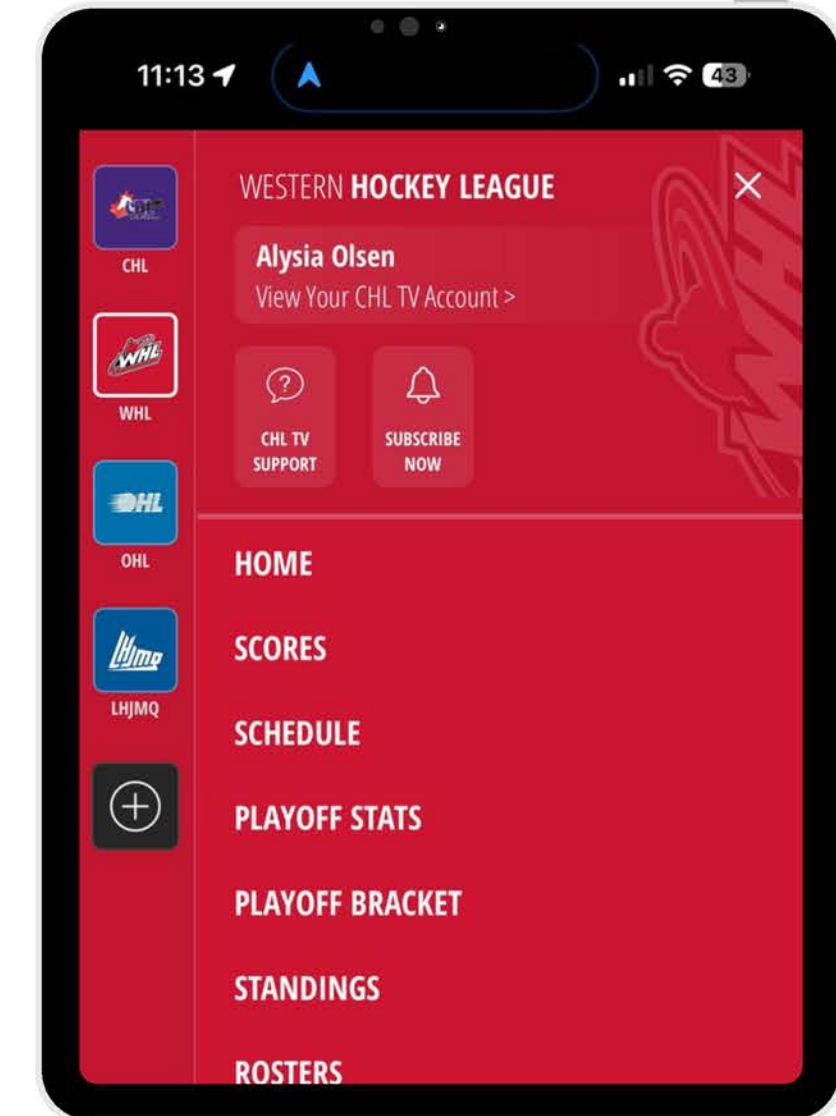
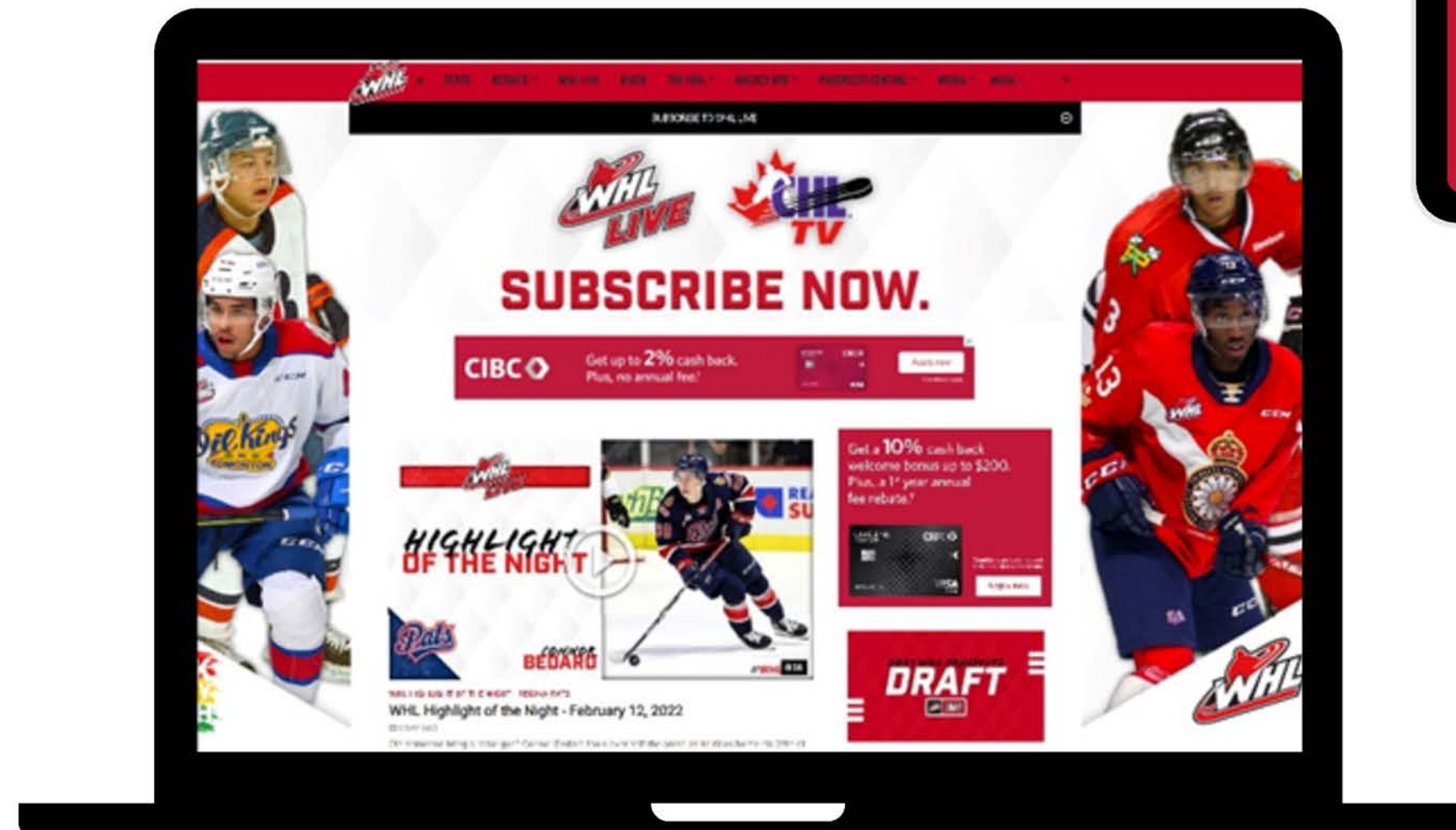
TOTAL WEB TRAFFIC

TOTAL PAGE VIEWS/SEASON

21.8 M

TOTAL USERS

1.6 M





VIEWERSHIP

Through a new partnership with Victory+, the WHL is extending its global reach and enhancing fan engagement. Available on Apple and Google platforms, Victory+ delivers expanded distribution and a premium user experience, offering free access to all 782 regular-season games across 23 markets. Launched for the 2025 Playoffs with record viewership, the platform will serve fans throughout the 2025–26 season.

Games	Total Views	Average/Game
Playoffs on Victory + (81 Games)	1,436,168	17,466
Next Regular Season (782 Games)	Target: 4M	Target 5000+/ game

RECORD

17,000

VICTORY⁺

Viewers per
game - 24/25
playoffs



FOR MORE DETAILS



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