



WELCOME TO 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.



Lynden Lakovic

Moose Jaw Warriors

Kelowna, BC

27th Overall Pick, 2021 WHL
Prospects Draft

27th Overall Pick, 2025 NHL Entry
Draft (Washington Capitals)



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

BC DIVISION

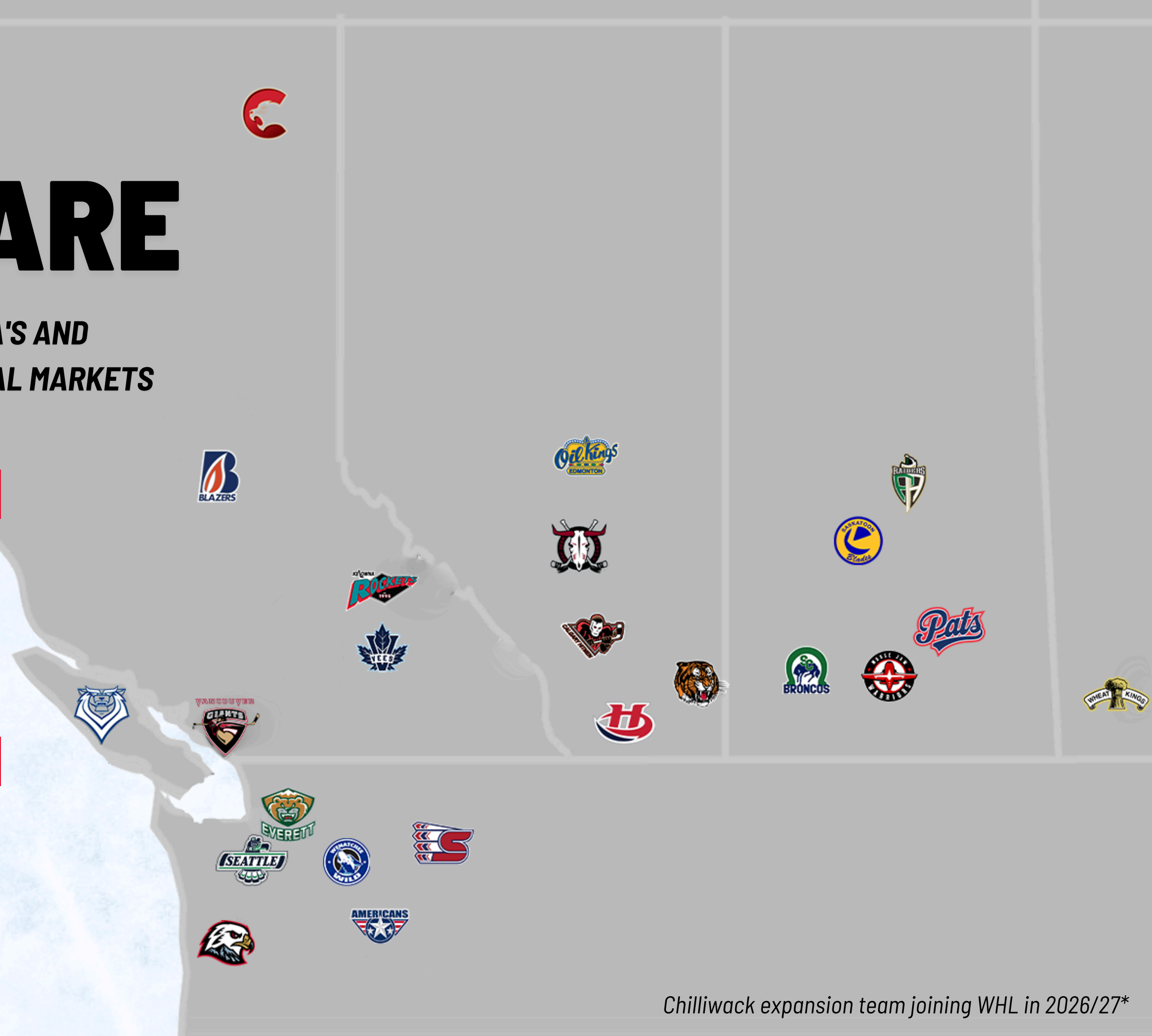
Kamloops Blazers
Kelowna Rockets
Penticton Vees
Prince George Cougars
Vancouver Giants
Victoria Royals

EAST DIVISION

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

US DIVISION

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

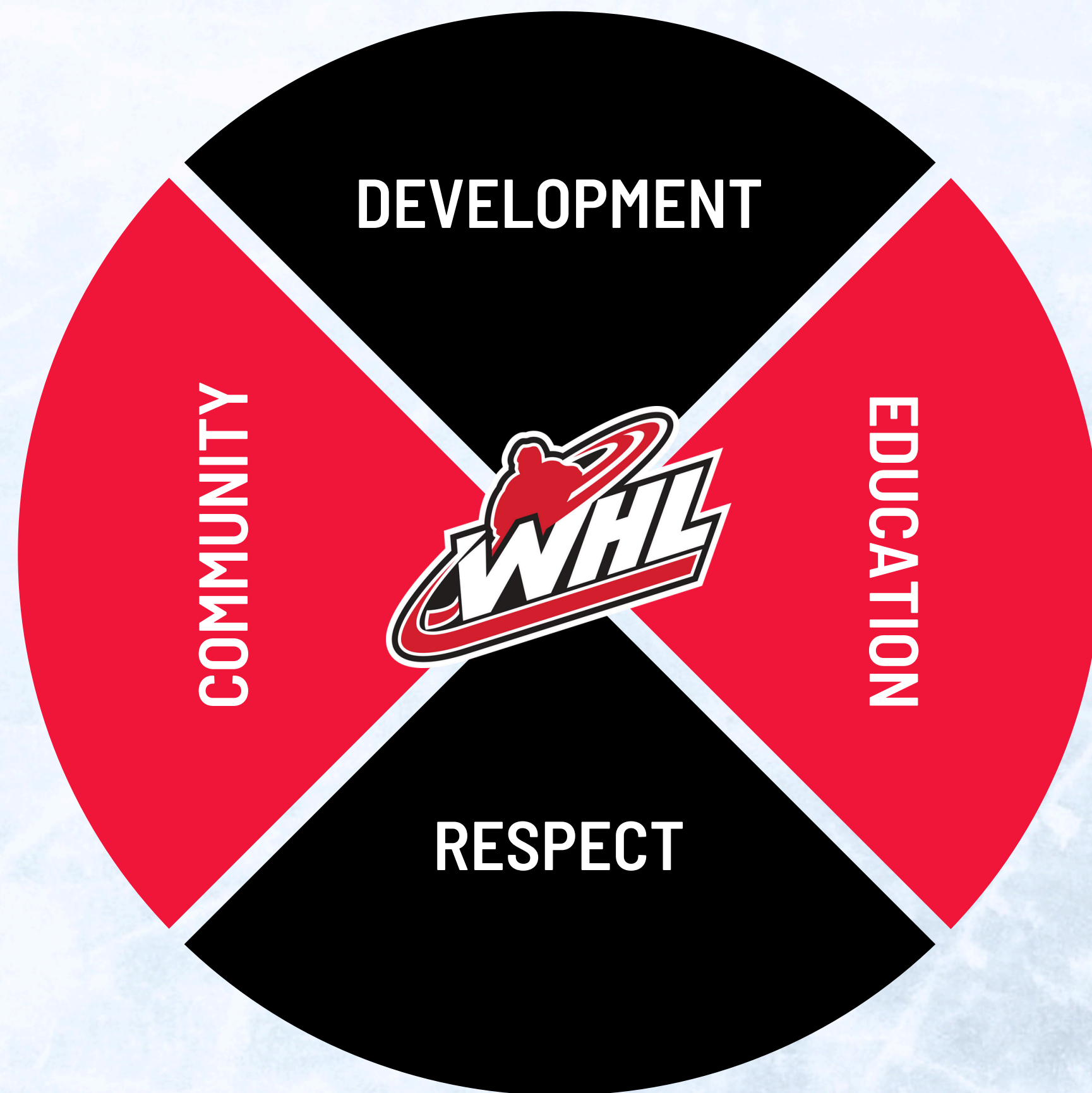


*Chilliwack expansion team joining WHL in 2026/27**



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.





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

Ryan Lin

Vancouver Giants

Richmond, BC

6th Overall Pick, 2023 WHL
Prospects Draft

Projected 1st Round Pick in 2026
NHL Entry Draft



Landon DuPont

Everett Silvertips

Calgary, AB

1st Overall Pick, 2024 WHL
Prospects Draft

Projected 1st Overall Pick in
2027 NHL Entry Draft

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.

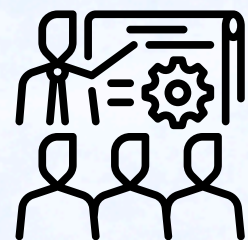
COMMUNITY

- WHL Clubs help raise over \$4.3 million annually for local charities.
- Players and teams actively support communities through school visits, hospital 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



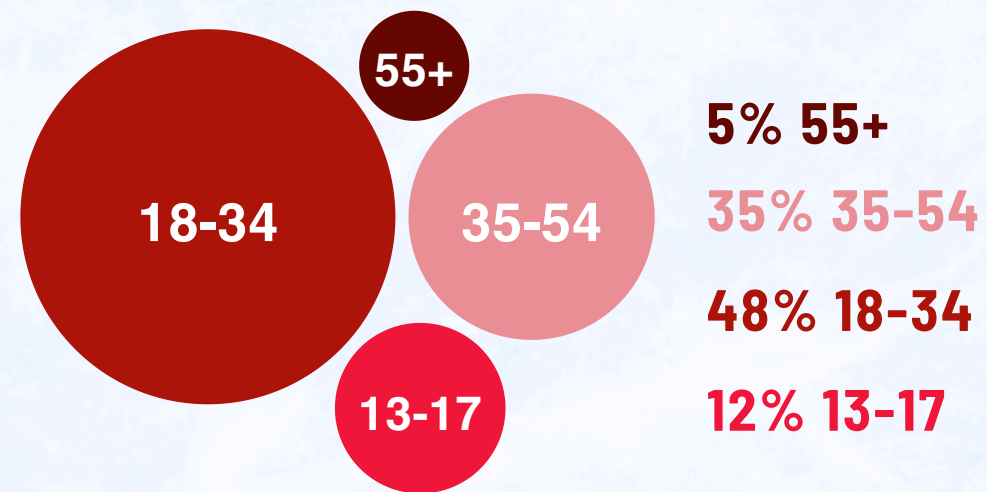
271

HOME TOWNS

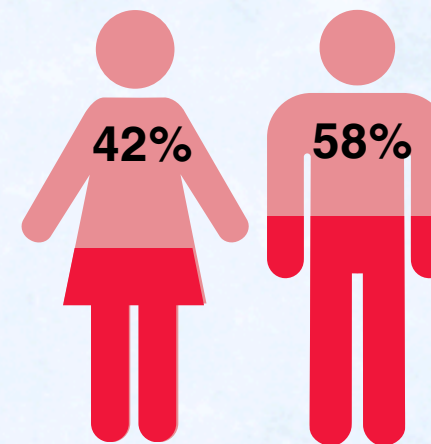


WHO WE REACH

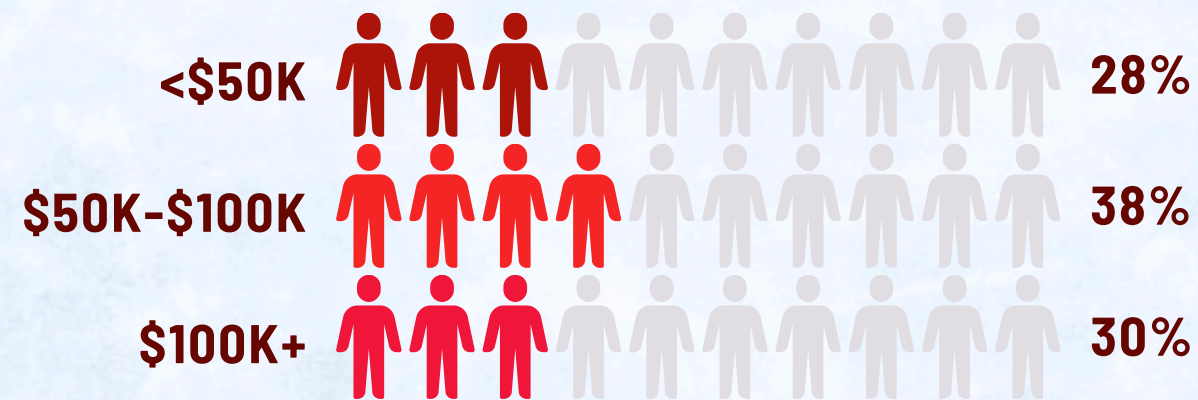
AGE



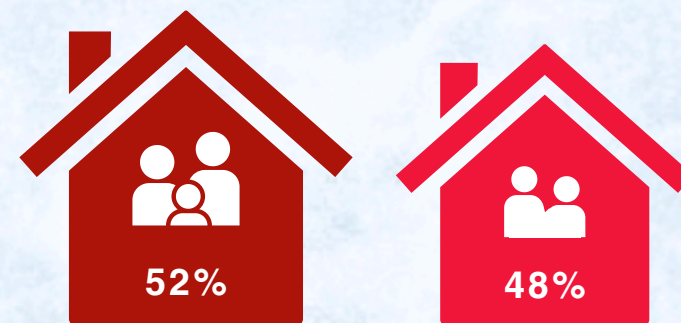
GENDER



HOUSEHOLD INCOME



HOUSEHOLD SIZE



KIDS IN HH <18

NO KIDS IN HH



Joe Iginla

Edmonton Oil Kings

Lake Country, BC

12th Overall Pick, 2023 WHL Prospects Draft

Projected 1st Round Pick in 2026 NHL Entry Draft



QUICK FACTS

Total Attendance:

3.1M

Playoff Attendance:

3.7K

WHL Streaming Viewership:

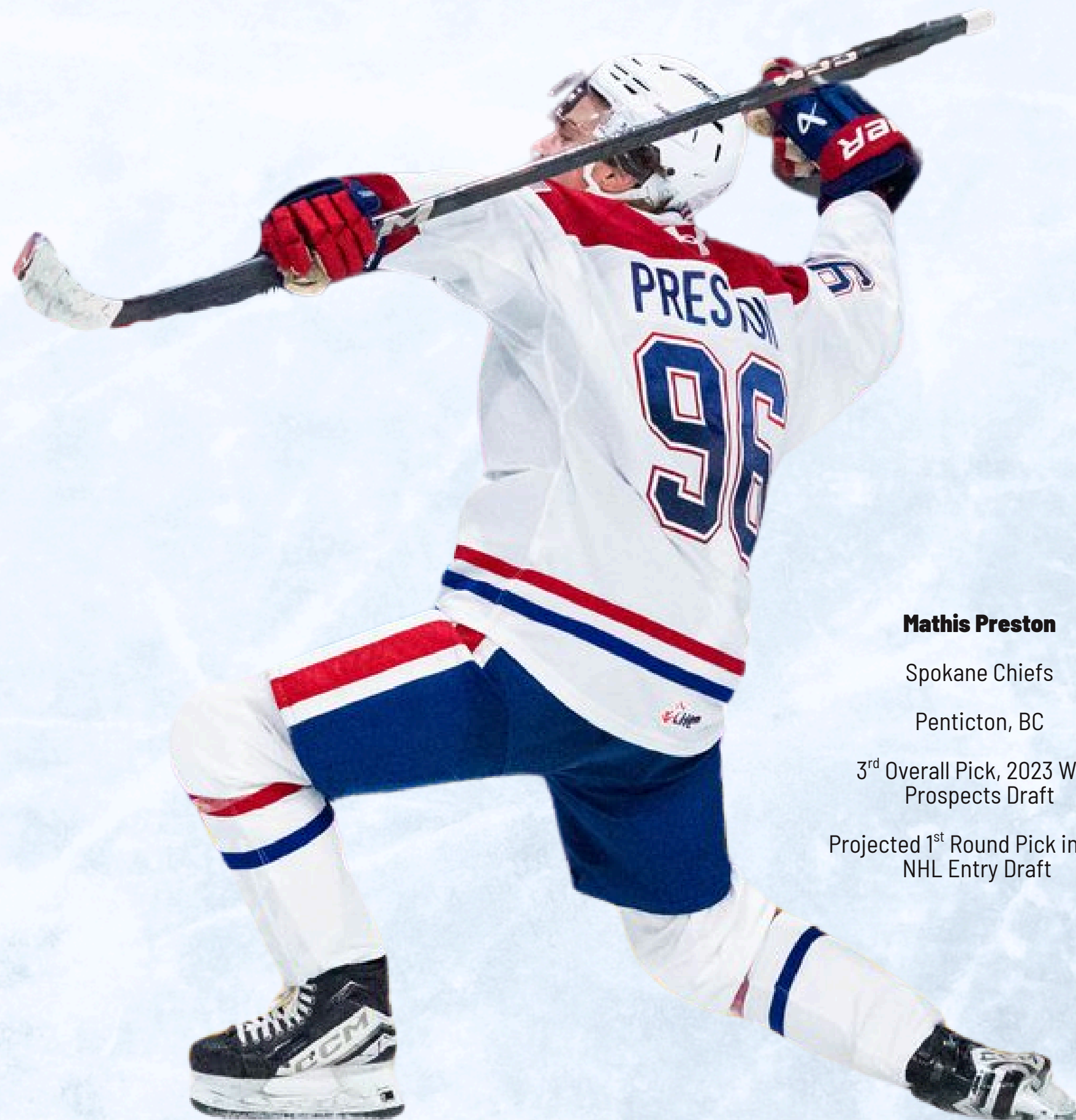
VICTORY³

+18.6% growth Regular Season

+199% Growth Playoffs (Transition to Victory+)

CHL Player of the Year, CHL Rookie of the Year

& CHL Sportsman of the year granted to WHL Players



Mathis Preston

Spokane Chiefs

Penticton, BC

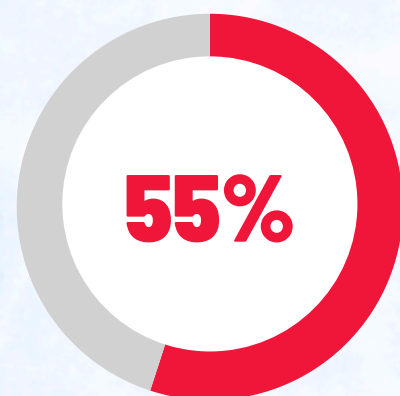
3rd Overall Pick, 2023 WHL
Prospects Draft

Projected 1st Round Pick in 2026
NHL Entry Draft

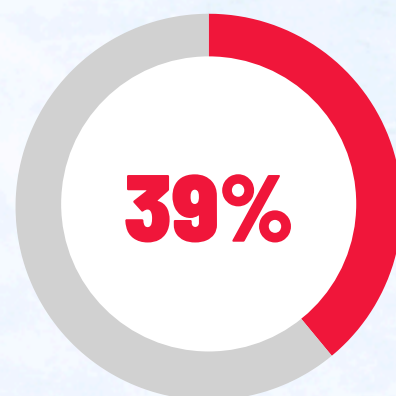


KEY MARKETING FACTS

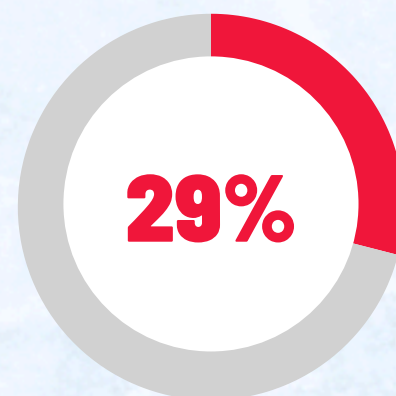
THE WHL PRESENTS A UNIQUE OPPORTUNITY TO CONNECT WITH FANS IN COMMUNITIES ACROSS WESTERN CANADA



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



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



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



Jaxon Jacobson

Brandon Wheat Kings

Brandon, MB

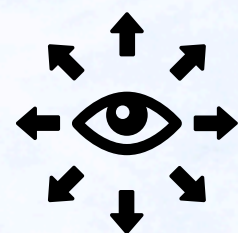
5th Overall Pick, 2023 WHL Prospects Draft

Projected 1st Round Pick in 2027 NHL Entry Draft

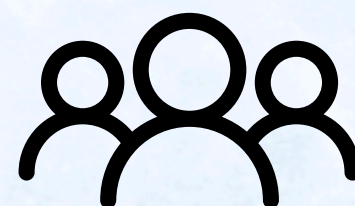


WHY PARTNER WITH THE WHL?

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



BRAND AWARENESS



COMMUNITY ENGAGEMENT



COMMUNICATION TOOL

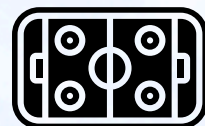
It's time to leverage the massive reach the WHL offers to grow your brand by engaging and community with our loyal fanbase.



WHL PLATFORM OVERVIEW

INFINITE POSSIBILITIES

No other sports property has the breadth of in-house services that the WHL can deliver.



ARENA SIGNAGE



SOCIAL RESPONSIBILITY



IN-VENUE ACTIVATION



SOCIAL MEDIA



DIGITAL CONTENT



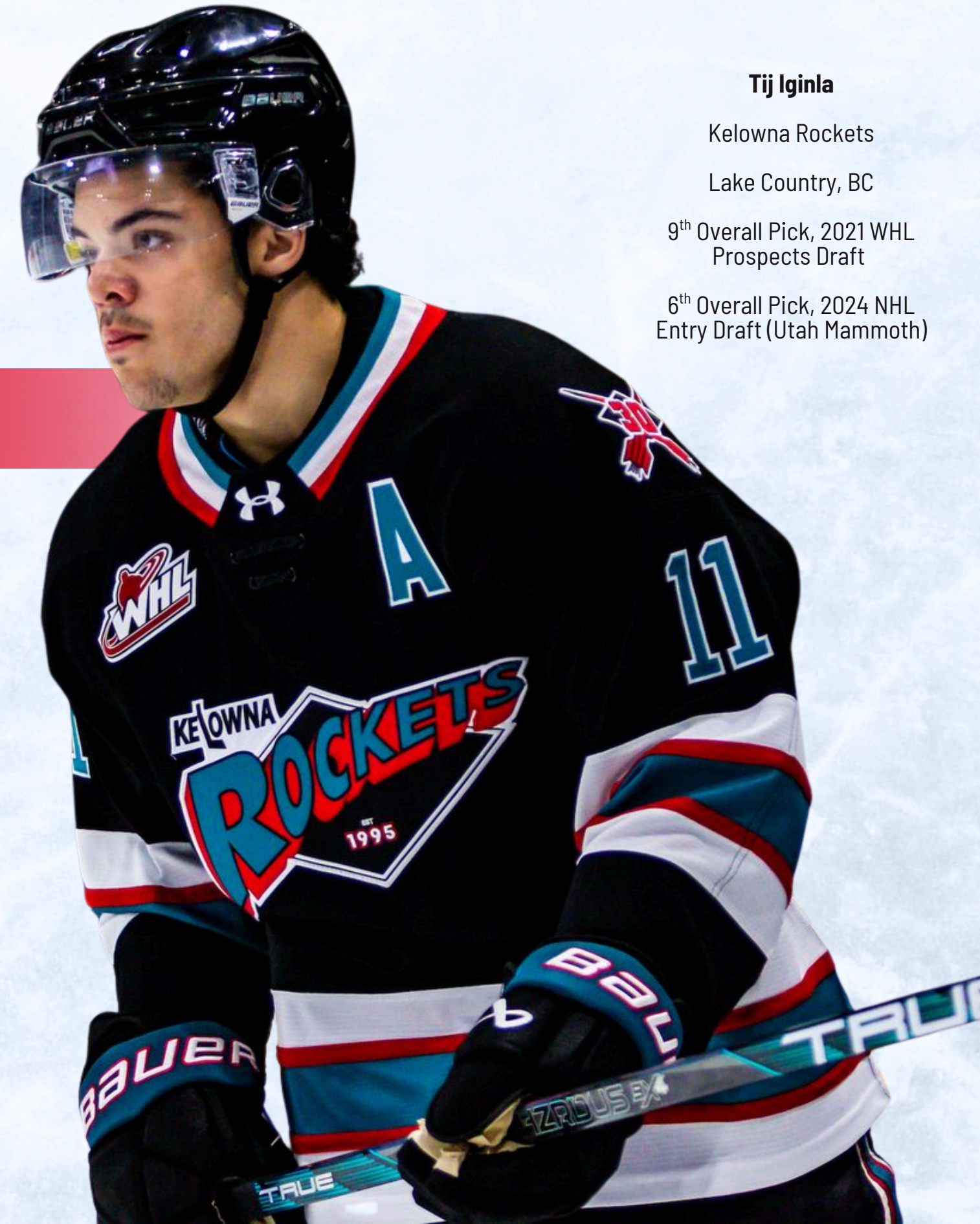
BROADCAST



COMMUNITY INTERACTION



LIVE STREAM



Tij Iginla

Kelowna Rockets

Lake Country, BC

9th Overall Pick, 2021 WHL
Prospects Draft

6th Overall Pick, 2024 NHL
Entry Draft (Utah Mammoth)



LEAGUE & TEAMS SOCIAL REACH

452M+

Estimated Impressions
INCLUDES TEAMS AND LEAGUE TWITTER,
INSTAGRAM AND FACEBOOK

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.

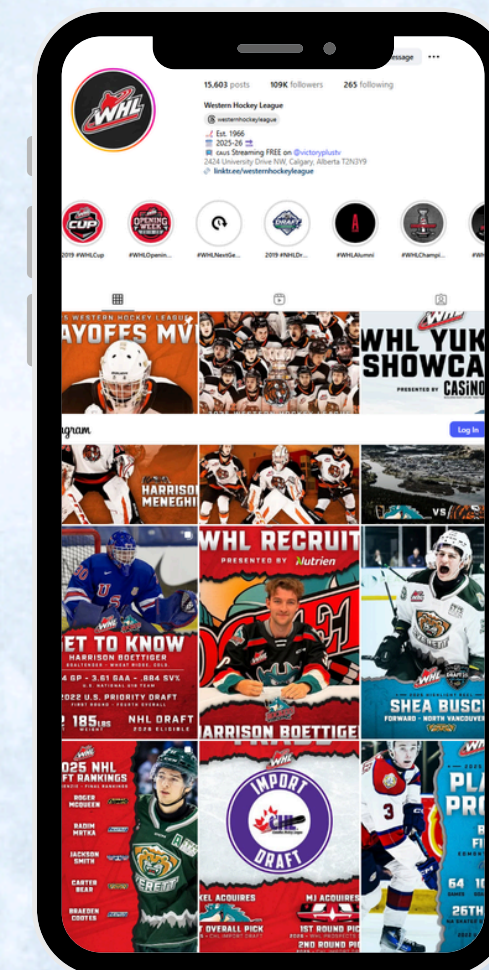
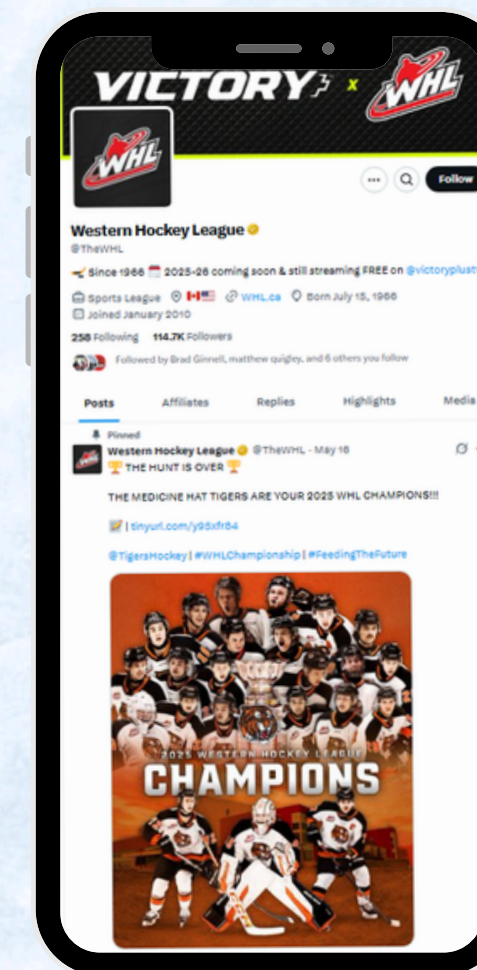
TOTAL FOLLOWERS

2M+

INCLUDES TEAMS AND LEAGUE
TWITTER, INSTAGRAM AND
FACEBOOK

280K+

INCLUDES LEAGUE TWITTER,
INSTAGRAM AND FACEBOOK





WHL WEB NETWORK FACTS

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

TOTAL WEB TRAFFIC

TOTAL PAGE VIEWS/SEASON

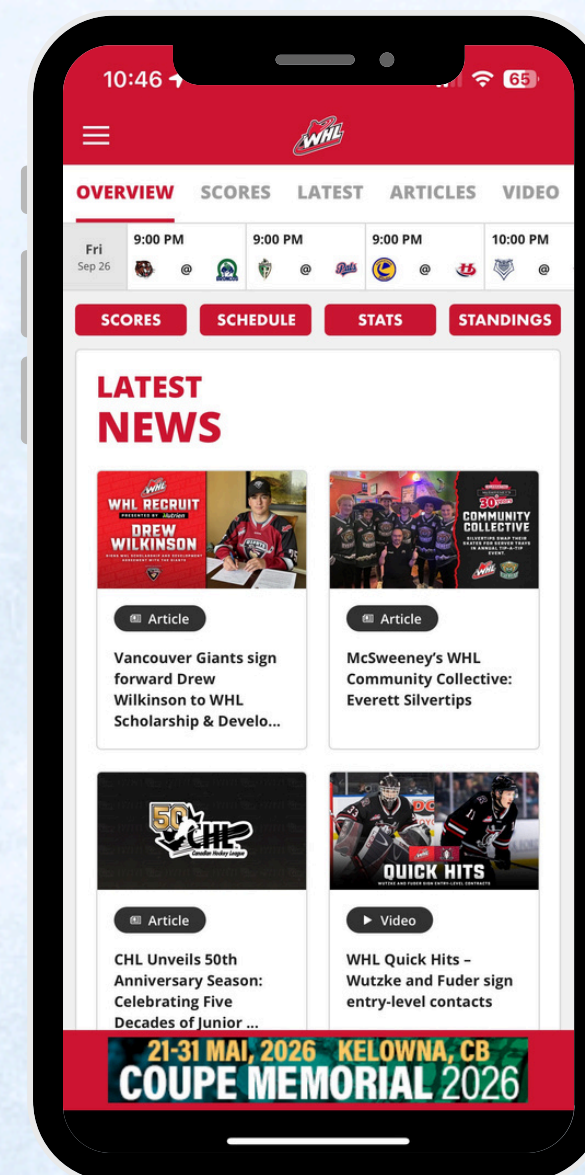
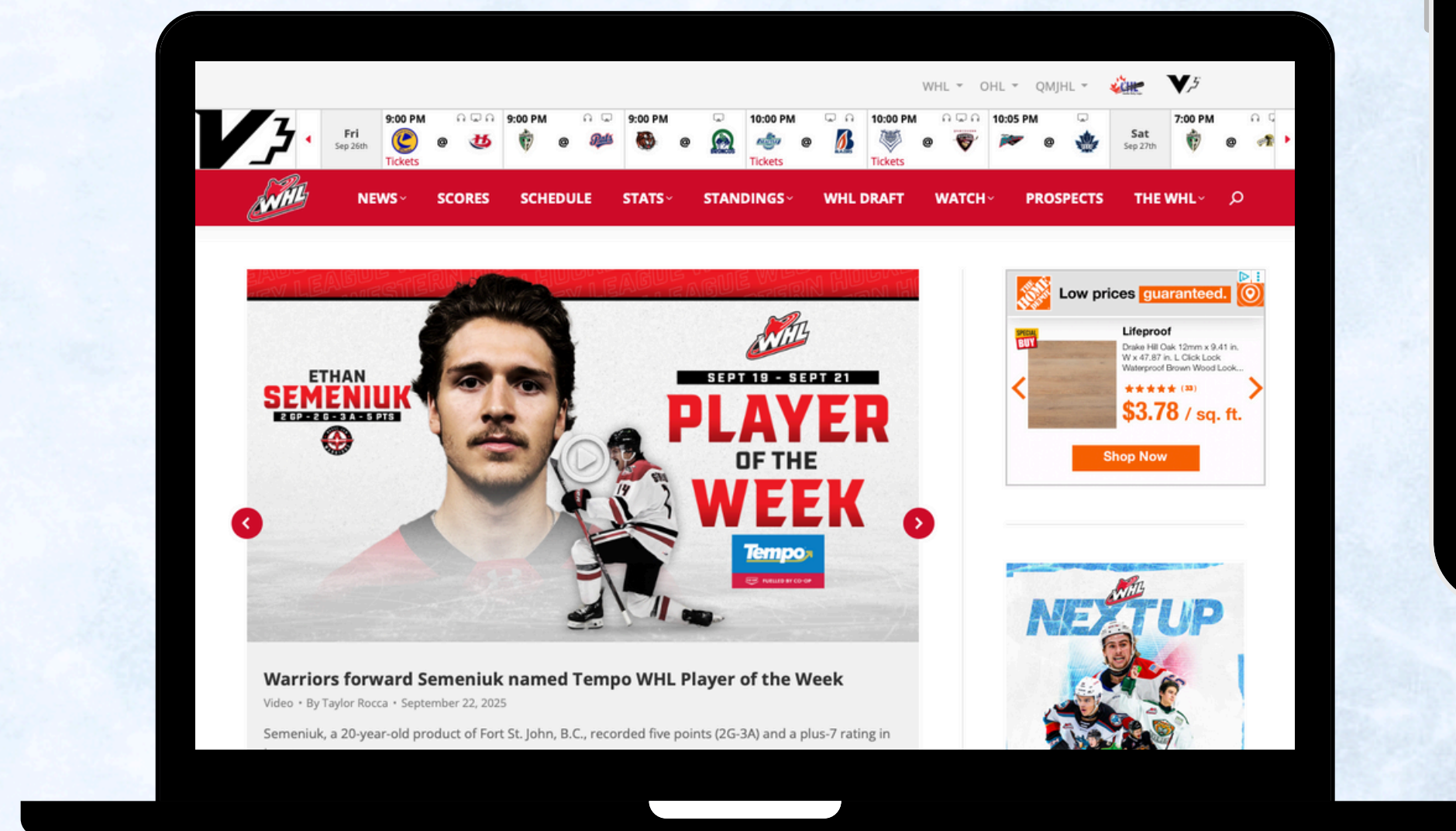
21.8 M

TOTAL USERS

1.6 M

AVG. TIME SPENT ON PAGE

4m 17s





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+ is free and 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
2025 Playoffs on Victory + (81 Games)	1,436,168	17,466
2025-26 Regular Season (782 Games)	Target: 5M	6,000+/Game

RECORD
17,000
VICTORY+
Viewers per game

During the First Round
of 24-25 Playoffs

AVERAGE WATCH TIME ON
VICTORY+ IS **79.5 MINUTES**



RECENT ALUMNI



CONNOR BEDARD

BRAYDEN POINT

LEON DRAISAITL

MARK STONE

SETH JARVIS

**REGINA PATS
2020-2023**

**MOOSE JAW WARRIORS
2011-2016**

**PRINCE ALBERT RAIDERS
KELOWNA ROCKETS
2012-2015**

**BRANDON WHEAT KINGS
2008-2012**

**PORTLAND WINTERHAWKS
2017-2021**

CHICAGO BLACKHAWKS

TAMPA BAY LIGHTNING

EDMONTON OILERS

VEGAS GOLDEN KNIGHTS

CAROLINA HURRICANES



THANK YOU!
FOR YOUR CONSIDERATION

FOR MORE DETAILS

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Jane Hart
Sr. Manager Partnerships
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Daxon Rudolph

Prince Albert Raiders

Lethbridge, AB

1st Overall Pick, 2023 WHL
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Projected 1st Round Pick in 2026
NHL Entry Draft