

**MEDICINE HAT  
TIGERS**



**ADVERTISING  
OPPORTUNITIES**

2025-26



# PRINT

Sizes are listed in inches and in W" x H" format  
 Please provide 1/8" bleed on all supplied artwork  
 All print ads are full-colour unless specified  
 \* creative to be provided by the advertiser

## POCKET SCHEDULE

Outlining the full 68-game Tigers schedule, the handy pocket schedule fits in your pocket, wallet or purse. 15,000 full colour copies are printed and distributed throughout the community.

### FULL PANEL

- 2.5" x 4"
- \$1200
- 7 available

### HALF PANEL

- 2.25" x 2"
- \$800
- 5 available



## MAGNET SCHEDULE

Have Tigers fans look at your ad all season long with a fan favourite for keeping track of home and away games during the regular season. Distributed for free to fans at the home opener.

- 2.56" x 1.00"
- \$1500
- 3 available
- 4000 printed
- \* Sponsors may order additional magnets for their location



## SEASON TICKET PACKAGES

Sent out to each ticket holder, the Season Tickets offer a unique opportunity to place your message in the hands of Tigers fans.

### TICKET BACKS

- 2" x 3.25"
- 18 games, black & white
- 2 available
- \$3150

### TICKET BOOKLET BACK COVER

- 8" x 5.5"
- Full colour
- \$2000



## IN-ICE LOGOS

In-ice logos have become one of the premiere areas of advertising, providing high exposure from spectators, television and newspaper coverage all season long.

\* Production not included

- Pair of Logos - \$5000
- 10 pairs available



## RINKBOARDS

An advertising staple of hockey, rinkboards serve as one of the most visible mediums with your board being viewed by spectators in-person as well as through television and newspaper coverage.

Rinkboards are also visible during all ice rentals, including minor hockey, senior hockey, power skating, etc.

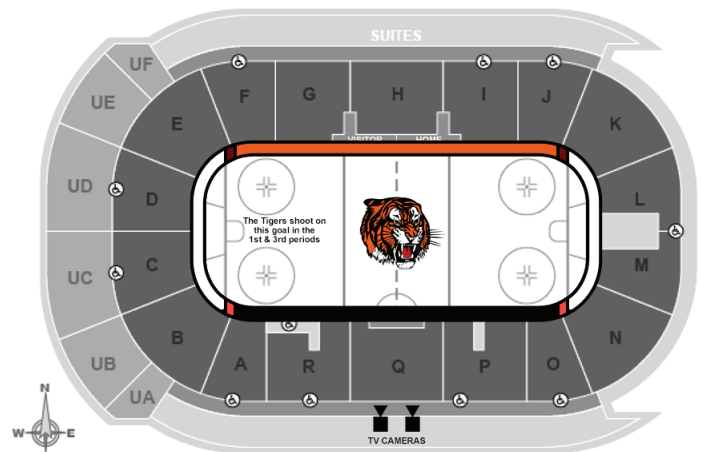
### CAMERA SIDE

- Side Boards - 120" x 30" - \$3300
- End Boards - 120" x 30" - \$3300
- Goal Line Boards - 72" x 30" - \$2200

### NON-CAMERA SIDE

- Side Boards - 120" x 30" - \$2800
- Goal Line Boards - 72" x 30" - \$2200

\*Production included



- CAMERA SIDE BOARDS
- NON-CAMERA GOAL LINE BOARDS
- NON-CAMERA SIDE BOARDS
- CAMERA GOAL LINE BOARDS
- CAMERA END BOARDS



## PLAYERS BENCHES

Already a captive area, the players benches are front and center on the video score clock during stoppages in play.

- 200" x 36"
- 2 available
- \$5000

\* Production not included



## PENALTY BOX

Much like the players benches, the penalty box garners a lot of attention throughout the game.

- 108" x 30" - Home & Away Boxes
- 92" x 30" - Staff Area
- \$3000

\* Production not included



## GOAL POSTS

The goal posts provide sponsors with great exposure through the score clock, television broadcasts and newspaper coverage.

- \$3000

\* Production not included





# GAME ACTIVATION

## COMMUNITY CORNER

This game night component provides charities and non-profits an opportunity to promote their programs. The sponsor of this section will receive banner placement and name mentions throughout the game as the game staff promotes the activities of Community Corner throughout the game on the video score board.

- \$5000



## GAME NIGHT SPONSORSHIP

Your business will be the presenting sponsor for the evening and will receive:

- Display area on the main concourse
- Intermission promotional activity executed by Tigers game staff
- One live spot per period on the video score clock
- Social Media Promotion leading up to your game
- Logo placement in the next game promotion in the game prior
- Additional opportunities including banner displays, entrance & exit giveaways, product sampling and more

- Friday/Saturday Games - \$1500
- Sunday to Thursday Games - \$1000
- Premium Games - \$2000





# GAME ACTIVATION

## GAME NIGHT PRIZE PROMO

Interact with fans during breaks in play with in-stand games. We will work with you to create an exciting fan experience that helps spread your message.

- \$1500/9 game pack
- 12 available

**THE CHOPPED LEAF™**  
LUCKY ROW

SECTION  
**P**

ROW  
**16**

## ZAMBONIS

Showcase your brand on this eye-catching billboard on the ice during the pre-game and intermission floods.

- \$5000
- \* 3 year minimum commitment
- \* production not included



## RROARY THE TIGER

Place your logo on the jersey of everyone's favourite mascot. From the start of the game until the end, Rroary is all around the building interacting with fans and keeping the crowd excited!

- \$3000





# GAME ACTIVATION

## MEDIA BACKDROP

See your logo displayed behind all local media interviews and Tigers TV all season long.

- \$2500
  - 2 available
- \* Excludes Round 3 & 4 of the WHL Playoffs*



## 50/50

One of the most popular items at every sporting event. 50/50 sponsorship includes logo placement on score clock sales reminders and pot updates throughout the game, logo placement on 50/50 tickets and an online page listing all winners & winning amounts for the entire season.

- \$5000

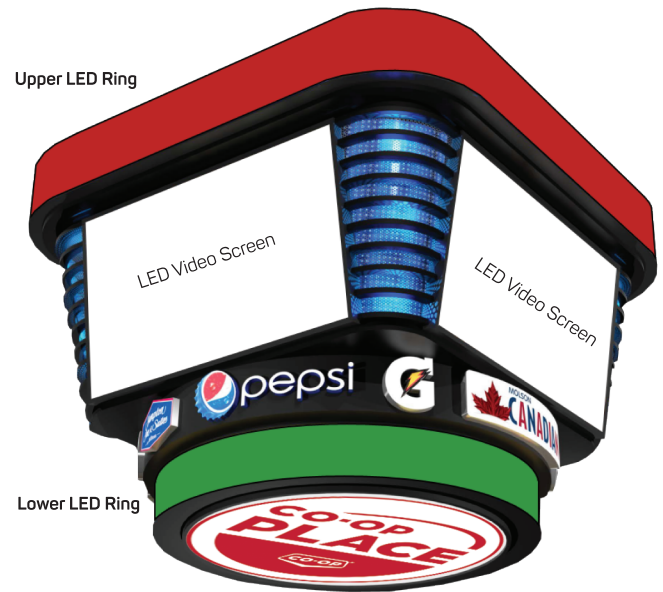




# VIDEO SCORE CLOCK

The Tigers have an NHL style state-of-the-art video board that brings fans closer than ever to the action. With two large LED rings and 4 LED video screens, there are plenty of opportunities to capture the fans' attention.

Each of the four LED Video Screens are 14' 11" wide by 9' tall, while the Upper LED Ring display measures 25' 6" x 3' 3", and the Lower LED Ring is 17' 8" x 2' 3".



## GAME TIES

Your company is featured as the presenting sponsor for our game ties. Game ties are displayed on the 4 high definition video boards.

- Power Play - **\$5000**
- Penalty Kill - **\$5000**
- Three Stars - **\$3000**
- Goals - **\$5000**
- Starting Lineup - **\$2500**
- Referees - **\$2000**
- Anthem - **\$2500**
- Puck out of Play Warning/First Puck Out - **\$3000**
- Period Sponsor (w/logo on Upper LED Ring) - **\$5000**
- Replays - **\$5000**





# VIDEO SCORE CLOCK

## SPONSOR RING

Have your company's logo featured on the lower ring of the centre ice video board at all Tigers home games. Logo will be displayed for majority of the game.

- \$3000
- 6 available



## LED SIDE RIBBON

Give your brand plenty of exposure along the 90 foot LED ribbons on each side of the Canalta Centre.

- \$4000
- 6 available on a rotational basis



## IN GAME PROMOTIONS

Spread your message and get interactive with fans during stoppages in play and in-period timeouts.

- Customizable Options - \$2000 - \$4000





# VIDEO SCORE CLOCK

## COMMERCIALS

Your commercials are shown on the 4 high definition LED video boards with full audio and video capability.

- \*30 second ad - **\$4000**
- \*15 second ad - **\$2500**
- 10 second ad - **\$2000**
- 5 second ad - **\$1500**

Must provide commercial

\* *Intermission only*



## TIGERS TV

Maximize your value with segments on Tigers TV, which generate plenty of views on [tigershockey.com](http://tigershockey.com), **Tigers' social media** in addition to the video score clock.

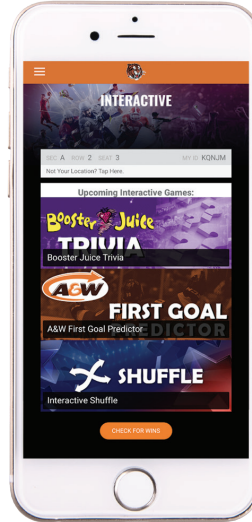
- Highlights - **\$5000**
- Tigers in Two- **\$3000**
- Plays of the Week - **\$3000**
- Highlight of the Night - **\$3000**
- Player Spotlight - **\$3000**



## MOBILE APP

Fully-functional app that includes Scores, Stats, Standings, Rosters, Game Notes, Deals, and Interactive games.

- Interactive Game - **\$3500**





**INTERESTED IN ADVERTISING?  
GET IN TOUCH!**

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