



***2023-24***  
***PARTNERSHIP***  
***OPPORTUNITIES***

# **CONTACT**

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# ABOUT US

*THE COQUITLAM EXPRESS ARE A JUNIOR  
HOCKEY TEAM AND PROUD MEMBERS OF THE  
BCHL*

*2 TIME*



*CHAMPIONS*

*2006*

*NATIONAL  
JUNIOR A*

*CHAMPION*

*175+*



*SCHOLARSHIPS*

*10+*



*ALUMNI*

*THE COQUITLAM EXPRESS AND BCHL STRIVE TO DEVELOP STUDENT ATHLETES WHO EXCEL ON  
AND OFF THE ICE. NO LEAGUE ACROSS CANADA PRODUCES MORE NCAA HOCKEY PLAYERS  
THAN THE BCHL. EXPRESS PLAYERS HAVE RECEIVED OVER 175 SCHOLARSHIPS TO NCAA AND  
CANADIAN SCHOOLS SUCH AS BROWN, HARVARD, YALE, PRINCETON, DARTMOUTH, BOSTON  
UNIVERSITY, WISCONSIN, CONNECTICUT, MICHIGAN, UBC, SFU AND MANY MORE.*

*IN THE 2022-23 SEASON, THE EXPRESS SET AN ATTENDANCE  
RECORD AND ARE EXCITED TO CONTINUE GROWING THEIR FANBASE!*

# ***OUR HOME***

***THE COQUITLAM EXPRESS CALL THE POIRIER SPORT & LEISURE COMPLEX HOME. OVER 1.2 MILLION PEOPLE VISIT THE FACILITY ANNUALLY. YOUR BRAND WILL BE VISIBLE TO THESE VISITORS YEAR-ROUND. THE 2200 SEAT MAIN ARENA HAS HOSTED THE COQUITLAM EXPRESS FOR THE LAST NINE SEASONS.***

***WE ARE PROUD TO SHARE THIS FACILITY WITH:***

***COQUITLAM MINOR HOCKEY • COQUITLAM MINOR LACROSSE • COQUITLAM SKATING CLUB  
COQUITLAM ADANACS JR & SR LACROSSE • VARIOUS CITY OF COQUITLAM PROGRAMS***

**Coquitlam**



# ***WHY PARTNER WITH US?***

***WE WILL WORK WITH YOU TO CREATE A CUSTOMIZED PARTNERSHIP THAT WILL BENEFIT YOUR BUSINESS AND ENSURE THAT YOUR MARKETING OBJECTIVES ARE ACHIEVED. WE PROVIDE A DIRECT CONNECTION TO OUR DEDICATED FANS WHO ARE INCLINED TO SUPPORT THOSE WHO SUPPORT THE EXPRESS.***

## ***DISCLAIMER***

***SPONSORS WILL INCUR ANY PRINTING AND INSTALLATIONS COSTS, WHERE APPLICABLE, ANY ARTWORK-REQUIRED CAN BE COMPLETED BY THE SPONSOR, HOWEVER, MUST BE APPROVED BY THE COQUITLAM EXPRESS IN WRITING PRIOR TO PRINTING AND INSTALLATION. ALL IN-ARENA ADS ARE VISIBLE FOR 12 MONTHS FROM THE INSTALLATION DATE WITH THE EXCEPTION OF ON-ICE LOGOS ALL PRICES ARE SUBJECT TO GST AND MAY CHANGE WITHOUT NOTICE.***

***PARTNERSHIP NEGOTIATIONS, PROPOSALS, AND AGREEMENTS MAY BE ARRANGED WITH VARIOUS PARTIES AND COMPANIES. WE WILL ALWAYS ENSURE TO ENTER INTO SAID NEGOTIATIONS IN GOOD FAITH. HOWEVER, THE COQUITLAM EXPRESS RESERVE THE RIGHT TO ALTER PRICES AND/OR PACKAGES BASED ON A VARIETY OF BUSINESS FACTORS, CONTRA DEALS, AND/OR OTHER PARTNERSHIP AGREEMENTS WHERE WE DEEM BENEFICIAL TO THE COQUITLAM EXPRESS.***



# ***IN-ARENA BRANDING***



## ***ICE LOGOS***

### ***POIRIER COPMPLEX***

***\$4,000 - TWO ON ICE LOGOS***  
***+ PRINTING COST***

## ***SCORE CLOCK***

***CENTRE ICE POIRIER COPMPLEX***  
***SOLD OUT***



## ***RINK BOARDS***

### ***8 FOOT RINK BOARD***

***\$3,000 - ONE RINK BOARD***  
***+ PRINTING COST***





# **PRESS BOX**

**SIGNS LENGTH OF THE BOX**

**SOLD OUT**



## **BACKLIT SIGNS**

**ABOVE EXIT**

**\$2,500**  
+ PRINTING COST



**PLAYERS BENCHES & PENALTY BOXES**

**HOME AND AWAY**

**SOLD OUT**



## **STAIR RISERS**

**SET OF STAIRS**

**\$1,500**  
+ PRINTING COST





# ZAMBONI WRAP

**PERSONAL DESIGN ON ZAMBONI**

**SOLD OUT**



## WALL SIGNS



**BEHIND STANDS**

**\$3,000**

+ PRINTING COST

## PUCK LOGO

**HOME GAME PUCKS**

**\$3,000**



## CHUCK-A-PUCK

**PA ANNOUNCEMENT AND PRIZE**

**SOLD OUT**





# ***GAMEDAY OPPORTUNITIES***

## ***GAMENIGHT SPONSOR     \$800***

*SPONSOR AN **EXPRESS** REGULAR SEASON HOME GAME!  
WE WILL TAILOR ANY GAME NIGHT TO FIT YOUR COMPANY'S MARKETING  
OBJECTIVES THROUGH FAN GIVEAWAY ITEMS, SPECIAL EVENTS, PRE OR  
POSTGAME ACTIVITIES, AND IN-GAME CONTESTING.*

## ***\$500     PA ANNOUNCEMENTS***

*VARIOUS OPTIONS AVAILABLE - INQUIRE FOR DETAILS*

## ***ON ICE PROMOS     \$2500***

*+ PRIZES PROVIDED BY SPONSOR*

*SPONSOR A VARIETY OF **ON ICE EVENTS** WITH PA ANNOUNCEMENTS  
INCLUDED. PRICE IS FOR THE ENTIRE SEASON AND ACTIVATION TO TAKE  
PLACE DURING THE FIRST INTERMISSION.*

## ***\$300     CONCOURSE ACTIVATION***

*SETUP A TABLE IN SELECT CONCOURSE AREAS FOR  
GIVEAWAYS, ACTIVITIES, OR PR.*

# UNIFORM BRANDING



**SHOULDER PATCH 1 (ONE SET OF JERSEYS)**

**\$3000**

**TWO AVAILABLE**

**SHOULDER PATCH 2 (ONE SET OF JERSEYS)**

**\$3000**

**TWO AVAILABLE**

**BELOW NUMBER PATCH (PLAYER JERSEY SPONSOR)**

**\$750**





# ***SOCIAL MEDIA PLATFORMS***



**4,510 FOLLOWERS**



**6,456 FOLLOWERS**



**2,400 FOLLOWERS**

**COMBINED 13,000+ FOLLOWERS**

## ***SOCIAL MEDIA GRAPHICS***



**PRE GAME - STARTING LINEUP - INTERMISSION**

**POST GAME - GOAL GIFS - PLAYER PROFILES**

**POWERPLAY - PENALTY KILL**

**WEBSITE CONTENT**

**BROADCAST CONTENT**

**BANNER ADS**

**COMMERCIALS ON**

**POSTGAME RECAP PRESENTER**

**HOCKEYTV & MIXLR**

**PRICES & PACKAGES VARY - INQUIRE FOR DETAILS**