

PEI ROCKET



CORPORATE SPONSORSHIP

The PEI Rocket is an important part of this community and we have really revamped our organization over the past year and a half to attempt to ensure the long term success of the PEI Rocket in Charlottetown. It continues to be our goal to ensure that the PEI Rocket now become **THE** community based team of Prince Edward Island with customer service as our focus.

One of the largest projects we have undertaken is the process of truly re-engaging the community of Prince Edward Island for our organization. We have paid very close attention to the fans for the past year and many changes have now been implemented, including the following:

- we launched the **Rocket Scientists Program** designed to reward PEI elementary students for hard work, determination and leadership;
- we launched a junior kids club, known as the **Junior Flight Crew**;
- we launched a new online research panel (**The Rocket Launchers**) to assist us in making decisions for the improvement of our organization;
- we developed a new **Player Outreach Program** designed to have our players more involved in the community;
- we initiated a new **Skills Competition** to give fans a different perspective on our players;
- we introduced the reincarnation of the popular **Future Stars Program** that sees youngsters go on the ice to meet the Rocket Stars of the Game
- we are trying to make sure that we always have the customer at the forefront of our decisions;
- we reduced our season ticket prices to make our product more affordable;
- we have coordinated more giveaways during games for our season ticket holders and fans;
- we have organized more entertainment at the games with increased emphasis on our video screens;
- we created a freshly designed website with highlight videos, player profile videos, upcoming game videos, and more information than ever before;

In short, we feel that we are doing everything possible to ensure that the team is successful...and we will continue to make the necessary improvements. It would be greatly appreciated if you could give some consideration to becoming a supporter of our hockey team at this time. We are doing everything we can to ensure the long term success of the team and your assistance would go a long way in helping us.

Please let me know if you are able to support us in this initiative. If you have any questions, or if there is anything I can assist with, please do not hesitate to let me know.

Sincerely,

General Manager, Business Operations

46 KENSINGTON ROAD - CHARLOTTETOWN PE C1A 5H7 - PHONE 902.892.7352 - FAX 902.892.7350



WWW.PEIROCKET.COM



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SPONSORSHIP OPPORTUNITIES

46 KENSINGTON ROAD - CHARLOTTETOWN PE CIA 5H7 - PHONE 902.892.7352 - FAX 902.892.7350

Ice logos	
Pair	\$7,800.00
Single	\$4,000.00
Face-off Circles	\$5,000.00
Rink Boards	
Pair	\$7,000.00
Single	\$3,500.00
Goal Posts	\$4,000.00
Player Benches	
Rocket Bench	\$6,500.00
Visitors	\$5,000.00
Penalty Boxes	
Pair	\$5,000.00
Single	\$2,500.00
Backlit Signs	
4 x 10	\$3,500.00
Exit Signs	\$2,500.00
Score Clock (Backlit)	
4 Rotating panels (Per Panel)	\$5,000.00
4 Fixed Corners (All)	\$5,000.00
Fixed center panels (2 Sets of 2)	\$2,250.00
Other Clocks (Backlit)	
Time of Day (both)	\$1,500.00
Shot Clock (Both)	\$2,250.00
Video Replay Screens	
Starting Lineup	\$3,000.00
Highlights	\$3,000.00
Player Profiles	\$3,000.00
Coaches Corner	\$3,000.00
Fan Cam	\$3,000.00
Power Play	\$3,000.00
Rolling ads	\$50.00/spot
Other Signage	
Rocket Blimp	\$6,000.00
Arena Columns	\$15,000.00
Zamboni	\$10,000.00
VIP Lounge	\$3,000.00
Stats & 3 Stars Board	\$3,000.00
Team Bus (Logo)	Negotiable
Fan Zone	\$6,000.00
Birthday Zone	Negotiable
Player Entrance	Negotiable
Banners in lobby	\$7,000.00
Dressing Room Naming Rights	Negotiable
Building Naming Rights	Negotiable

Corporate Suites	
Box #1 (10 seats)	\$12,500.00
Box # 2 (8 seats)	\$10,000.00
Box # 3 (8 seats)	\$10,000.00
Box # 4 (10 seats)	\$12,500.00
Box # 5 (10 seats)	\$12,500.00
Box # 6 (16 seats)	\$20,000.00
Box # 7 (8 seats)	\$10,000.00
Box # 8 (10 seats)	\$12,500.00
Box # 9 (10 seats)	\$12,500.00
Box # 10 (8 seats)	\$10,000.00
Printed Materials	
Season Ticket Booklet	
Front cover	\$5,000.00
Back of tickets	\$500.00
Game Program	
Front cover	\$2,500.00
Back cover	\$2,500.00
1/2 Page ad	\$1,000.00
1/3 Page ad	\$750.00
1/4 Page ad	\$500.00
Other Special Printed Materials	
Fridge Magnet Calendar (2,500)	\$3,500.00
Pocket Schedule (30,000)	\$3,500.00
Team Calendar (2,500)	\$3,500.00
50/50 tickets (2 Sponsors)	\$3,000.00
Special Promotions	
Minor Hockey Breakaway Challenge	\$7,500.00
7 th player of the Game	\$7,500.00
Stick Boy/Girl	\$6,000.00
Best Seats in the House	\$4,000.00
Skills Competition (5 Sponsors)	\$500.00
Rockethon	\$10,000.00
Street Hockey Festival (5 Sponsors)	\$500.00
Team Track Suits	\$3,500.00
Team Winter Jackets	\$5,000.00
Team Travel Bags	\$3,000.00
Game Night Sponsorship	\$1,000.00
Game Intermissions (per game)	\$250.00
Audio Game Broadcast (Season)	\$700.00
Adopt-A-School	
Gold	\$2,000.00
Silver	\$1,000.00
Rocket VIP Card	Negotiable
VIP Parking Passes	\$500.00

