

HOCKEY FINDER

Hockey Made Easy



ABOUT

Hockey Finder is the leader in the hockey community for its online tools for tournament directors, pickup game organizers, and arena managers to make the game more accessible.

Since 2008, Hockey Finder has been the go-to place for hockey enthusiasts to find a league near them, play in or organize a pickup game, and promote or find a tournament in our extensive tournament directory.

15,568
LEAGUE
REGISTRATIONS
in 2023

6,116
LEAGUE GAMES
PLAYED
in 2023

1,112
TEAMS IN
65 DIVISIONS
in 2023



HOCKEY FINDER

Sponsorship Opportunities

LEAGUE SPONSORSHIP

\$25,000 PER YEAR (ONE PER YEAR)

- Exclusive co-naming rights with Hockey Finder
- Logo visibility on the main league page, division-related content, and marketing materials
- Logo added to seasonal gift (spring shirts, summer random, fall hats, winter random)
- Recognition during division-specific events and announcements
- Logo on all division communications, including weekly attendance emails
- Social media mentions and division-focused posts
- Inclusion in all league-related press releases
- Included in all league communications/newsletters (24,000 subscribers)
- Sponsor profile/interview page on website



HOCKEY FINDER

Sponsorship Opportunities

OFFICIAL BEVERAGE SPONSOR \$10,000 PER YEAR

- Social media mentions
- Newsletter announcing sponsorship (24,000+ subscribers)
- Logo and link on all newsletters (24,000+ subscribers)
- Logo and link to sponsors' website included on our league sponsor page - www.hockeyfinder.com/sponsors
- Sponsor profile/interview page on website
- Rotating Banner on website
- Recognition during division-specific events and announcements
- Sponsor profile/interview page on website



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Sponsorship Opportunities

SEASONAL GIFT SPONSOR \$10,000 PER SEASON (FOUR PER YEAR)

- Logo added to gifts to 4000+ players each season
- Social media mentions
- Newsletter announcing gift (24,000 subscribers)
- Logo and link to sponsors' website included on our league sponsor page - www.hockeyfinder.com/sponsors
- Sponsor profile/interview page on website



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Sponsorship Opportunities

PUCK SPONSORSHIP

\$10,000 PER YEAR (ONE PER YEAR)

- Logo on 2,500 official game pucks
- Pucks used in over 6,100 league games
- Newsletter announcement (24,000+ subscribers)
- Social media mentions
- Logo and link to sponsors' website included on our league sponsor page - www.hockeyfinder.com/sponsors
- Sponsor profile/interview page on website



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Sponsorship Opportunities

DIVISION SPONSORSHIP

\$750 PER SEASON - \$2,500 PER YEAR

- Exclusive naming rights for a specific division
- Logo visibility on division-related content and marketing materials
- Recognition during division-specific events and announcements
- Logo on all division communications, including weekly attendance emails
- Social media mentions and division-focused posts
- Inclusion in division-related press releases
- Logo and link to sponsors' website included on our league sponsor page - www.hockeyfinder.com/sponsors



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Sponsorship Opportunities

LEADERSHIP GIFT SPONSORS

\$5,000 PER SEASON

- Logo added to gifts to 350+ division managers and captains
- Social media mentions
- Logo and link to sponsors' website included on our league sponsor page - www.hockeyfinder.com/sponsors
- Sponsor profile/interview page on website



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Sponsorship Opportunities

REGISTRATION SPONSOR

\$10,000 PER YEAR

- Logo and link to website or offer included all registration email receipts (33,000+ emails)
- Logo and link to sponsors' website included on our league sponsor page - www.hockeyfinder.com/sponsors
- Sponsor profile/interview page on website



HOCKEY FINDER

Trusted Resource Since 2008

WEBSITE STATS

Top Search Results

OPTIMIZED
WEBSITE

Hockeyfinder.com has over 15 years of online presence. Domain age is one reason why our website ranks in the top results for highly searched terms, including:

- hockey tournaments
- mens league hockey
- pickup hockey near me
- hockey leagues
- adult hockey

Web users:

- 67% male; 33% female
- 99% aged 25-54

103,796

WEB SESSIONS

Average monthly website sessions in 2023

3.32

VIEWS

Average number of pages viewed per session

3:26

TIME ON SITE

Average session duration per user in 2023



HOCKEY FINDER

Amplify Awareness & Reach

WEEKLY EMAILS

Targeted Location

HIGHLY
ENGAGED

Additional visibility through weekly attendance emails sent out to all players of each division amplifies awareness and reach with an audience targeted to a specific location.

Every league player receives weekly emails with game information and requests to submit their attendance. With an average of 56 players per division and emails every week during the 11-week season, that's at least 600 emails targeted emails with a near 100% open rate.

3,900+

LEAGUE PLAYERS

65+

DIVISIONS

600+

EMAILS PER SEASON



HOCKEY FINDER

Advertising Opportunities

PLACEMENTS

Website Advertising

- **Banner Ads:** Promote your brand on our website's high-traffic pages.
- **Sponsored Articles:** Share engaging content tailored to our hockey community.

Email Marketing

- **Newsletter Sponsorship:** Feature your product in our monthly email sent to thousands of subscribers.
- **Dedicated Email Blast:** Send a targeted email to our list, showcasing your exclusive offers.

Social Media Collaboration

- **Co-branded Posts:** Work with us to create engaging social media content that resonates with our followers.
- **Social Media Takeovers:** Host a takeover on our platforms, showcasing your brand's connection to the sport.



HOCKEY FINDER

Building Trust & Engagement

EMAIL SUBSCRIBERS

Targeted Audience



HIGHLY
ENGAGED

With over 24,000 email subscribers, we offer a highly engaged and targeted audience of hockey enthusiasts. Our average open rate of 39% is significantly higher than the industry average of 24%.

24,000
SUBSCRIBERS

39%
OPEN RATE

18%
CTR



HOCKEY FINDER

Creating Community

SOCIAL MEDIA

Online Community

HIGHLY
ENGAGED

Hockey Finder's Facebook page has over 4,000 followers with an average monthly reach of nearly 14,000. Our engaged online community amplifies our posts among their network through likes, comments, and shares resulting in high engagement.

4,000
FOLLOWERS

108,928
FACEBOOK REACH

20,803
INSTAGRAM REACH



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Website Advertising

RATES- WEBSITE ADS

Banner ad rates are based on 1000 CPM per month by page of ad placement.

For example, the Tournaments page averages 15-20k monthly visitors:

Page	Position	Monthly Cost	Type	Size
Division	Top of Page 1	\$250	Leaderboard	855 x100
Division	Top of Page 2	\$200	Leaderboard	730x93
Tournaments	Top of Page 3	\$150	Leaderboard	730x93

File types accepted: .png, .jpg, .swf, .gif. Max file size: 40kb



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Email Advertising

RATES- NEWSLETTER/EMAIL

Banner ad rates are based per 1,000 subscribers per email per ad placement.

For example, newsletters and emails to 20k subscribers:

Type	Position	Each	Type	Size
Short description, graphic and link	Middle of Page	\$150	Up to 250 characters text and Banner	600x100
Graphic and Link	Bottom of Page	\$120	Banner	600x100
Text only Link	Middle or Bottom of Page	\$75	Text	up to 250 characters



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Social Media Advertising

RATES- SOCIAL MEDIA

Per each post on Facebook and/or Instagram.

Type	Location	Each	Type
Short description, graphic and link	Facebook	\$250	Post
Graphic and Link	Facebook	\$175	Post
Graphic Only	Instagram	\$150	Image

