

# 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.

**17,731**

LEAGUE  
REGISTRATIONS

in 2024

**6,826**

LEAGUE GAMES  
PLAYED

in 2024

**1,284**

TEAMS IN  
65 DIVISIONS

in 2024



# 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

### EXCLUSIVE PARTNERSHIPS

WANT TO BE THE OFFICIAL PARTNER OF THE HOCKEY FINDER LEAGUE FOR YOUR INDUSTRY? HERE'S YOUR CHANCE!

**\$10,000 PER YEAR**

- Social media mentions
- Newsletter announcing sponsorship (30,000+ subscribers)
- Logo and link on all newsletters (30,000+ subscribers)
- Logo and link to sponsors' website included on our league sponsor page - [www.hockeyfinder.com/sponsors](http://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



# HOCKEY FINDER

## Sponsorship Opportunities

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

- Logo added to gifts to 4800+ players each season
- Social media mentions
- Newsletter announcing gift (30,000+ subscribers)
- Logo and link to sponsors' website included on our league sponsor page - [www.hockeyfinder.com/sponsors](http://www.hockeyfinder.com/sponsors)
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# HOCKEY FINDER

## Sponsorship Opportunities

### PUCK SPONSORSHIP

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

- Logo on 2,500 official game pucks
- Pucks used in over 7,800 league games
- Newsletter announcement (30,000+ subscribers)
- Social media mentions
- Logo and link to sponsors' website included on our league sponsor page - [www.hockeyfinder.com/sponsors](http://www.hockeyfinder.com/sponsors)
- Sponsor profile/interview page on website



# HOCKEY FINDER

## 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](http://www.hockeyfinder.com/sponsors)



# HOCKEY FINDER

## Sponsorship Opportunities

### LEADERSHIP GIFT SPONSORS

**\$5,000 PER SEASON**

- Logo added to gifts to 400+ division managers and captains
- Social media mentions
- Logo and link to sponsors' website included on our league sponsor page - [www.hockeyfinder.com/sponsors](http://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](http://www.hockeyfinder.com/sponsors)
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# 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

**137,165**  
SESSIONS

Average monthly website  
sessions in 2024

**3.04**  
VIEWS

Average number of pages viewed  
per session

**65%**  
ENGAGEMENT

Average engagement rate per  
session in 2024



# 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.

4,800+

LEAGUE PLAYERS

80+

DIVISIONS

880+

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 30,000 email subscribers, we offer a highly engaged and targeted audience of hockey enthusiasts. Our average open rate of 50.4% is significantly higher than the industry average of 24%.

**30,300**  
SUBSCRIBERS

**50.4%**  
OPEN RATE

**5%**  
CTR



# HOCKEY FINDER

Creating Community

## SOCIAL MEDIA

Online Community

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HIGHLY  
ENGAGED

Hockey Finder's Facebook page has over 4,500 followers with an average monthly reach of over 116,300. Our engaged online community amplifies our posts among their network through likes, comments, and shares, resulting in high engagement.

6,000

TOTAL  
FOLLOWERS

116,300

AVG MONTHLY  
FACEBOOK REACH

15,200

AVG MONTHLY  
INSTAGRAM REACH



# HOCKEY FINDER

## Website Advertising

### RATES- WEBSITE ADS

In addition to adding a banner to the Tournaments page, you can promote your listing for \$100/month. Contact [info@hockeyfinder.com](mailto:info@hockeyfinder.com) to promote your listing.

Page	Position	Monthly Cost	Type	Size
Tournaments	Top Position	\$450	Leaderboard	730x93
Tournaments	Position 2	\$425	Leaderboard	730x93
Tournaments	Position 3	\$400	Leaderboard	730x93
Tournaments	Position 4	\$375	Leaderboard	730x93
Tournaments	Position 5	\$350	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 for newsletter/emails to over 30k subscribers:

Type	Position	Each	Type	Size
Short description, graphic and link	Middle of Page	\$400	Up to 250 characters text and Banner	600x200
Graphic and Link	Bottom of Page	\$300	Banner	600x100
Text only Link	Middle or Bottom of Page	\$200	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 & Instagram	\$350	Post
Graphic and Link	Facebook & Instagram	\$375	Post
Graphic Only	Instagram	\$250	Image

