



PARTNERSHIP GUIDE

KOOTENAY INTERNATIONAL
JUNIOR HOCKEY LEAGUE

THIS IS HOCKEY COUNTRY

For over 50 years, Kootenay International Junior Hockey League arenas have been community focal points in towns and cities stretching from the Okanagan to the Kootenays and the Cariboo-Chilcotin to Washington State. The largest league of its kind in Western Canada, the KIJHL is renowned for its high skill level, competitiveness and entertainment value.

5 PROVINCIAL CHAMPIONSHIP TITLES SINCE 2014, MORE THAN ANY OTHER BC LEAGUE.

64 KIJHL ALUMNI MOVED ON TO JUNIOR A, MAJOR JUNIOR AND UNIVERSITY PROGRAMS LAST YEAR.

KIJHL FOOTPRINT



DOUG BIRKS DIVISION



BILL OHLHAUSEN DIVISION



NEIL MURDOCH DIVISION



EDDIE MOUNTAIN DIVISION



2023 KIJHL CHAMPIONS



2023 BC CHAMPIONS



THE SERVICE IS ADVANCEMENT EDUCATION



GIVING BACK TO OUR LOCAL COMMUNITIES

KIJHL organizations from players to coaches and volunteers are active in their local communities. Our teams support our communities through coaching and providing mentorship to Minor Hockey programs, working with schools promoting academic and physical literacy and volunteering at community events.



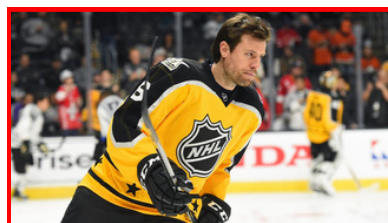
ADVANCING OUR ATHLETES TO HIGHER LEVELS

The KIJHL works to prepare our players for success on and off the ice and is often the first step for players to advance their hockey careers to Junior A and Major Junior. KIJHL alumni can be found in the NHL, the AHL, European Leagues and Intercollegiate Leagues, specifically all three NCAA divisions.



SUPPORTING OUR STUDENT-ATHLETES

Education is a high priority for the KIJHL and players are provided with league-wide academic advising and educational resource programs. The KIJHL is proud to provide numerous bursary opportunities to student-athletes pursuing their academic dreams



SHEA WEBER



19 SEASONS, 1000+ GAMES,
FIRST ROUND DRAFT CHOICE



OLYMPIC GOLD MEDALIST



KIJHL GRADUATE - SICAMOUS



DEREK RYAN



8 SEASONS WITH EDMONTON,
CALGARY AND CAROLINA



CIS WEST MVP WITH THE
UNIVERSITY OF ALBERTA



KIJHL GRADUATE - SPOKANE



JAKE LIVINGSTONE



1 SEASON SIGNING WITH
NASHVILLE IN 2023



2 TIME CCHA DEFENCEMAN OF
THE YEAR



KIJHL GRADUATE - CRESTON



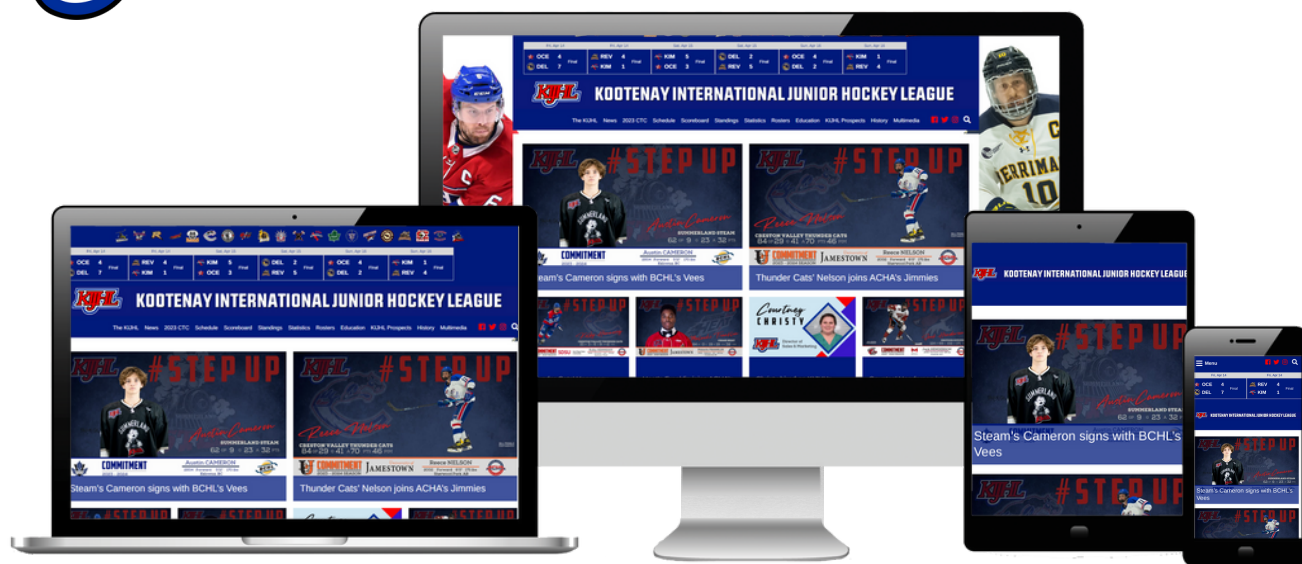
SEASON ONE

WEEKLY PODCAST (September - April)

Available on Spotify, Apple Podcasts,
Stitcher and the KIJHL website

25,000
DOWNLOADS

KIJHL CONNECTIONS



The KIJHL continuously focuses on establishing a solid connection with our audience. Our online presence has become a priority, so as a result, the KIJHL has become one of the most connected Junior Hockey leagues. In recent years there has been a significant increase in online content, and social media impressions have more than doubled in many situations.



www.kijhl.ca

6.2 MILLION WEBSITE VISITS LAST YEAR.

The KIJHL website is one of the most active websites in Junior Hockey. It is a constant source of information, including articles, features, podcasts and up-to-the-minute game day statistics.



@kijhlhockey

2.6 MILLION IMPRESSIONS **4,470** FOLLOWERS



@KIJHL

1.8 MILLION IMPRESSIONS **5,931** FOLLOWERS



KIJHL

1.0 MILLION IMPRESSIONS **2,500** FOLLOWERS



170,000

League-wide attendance



48,186

HockeyTV viewings

**STREAM
EVERY GAME
LIVE & ON DEMAND**



OVER **500** GAMES



EXCLUSIVELY ON





PARTNERSHIP *Opportunities*

WEBSITE AND SOCIAL MEDIA

REACH FANS FAST AND FREQUENTLY

Attracting millions of views each season, the KIJHL website and social media platforms are the go-to sources for frequent KIJHL content, such as player achievements, video highlights, alumni updates, game information, standings, and statistics. Whether it's displaying your advertising campaign or partnering with a particular piece of content, your brand will be prominently displayed across screens and deeply connected with the KIJHL.



WEBSITE BANNER ADS | KIJHL NOTEBOOK | TOP SHELF PODCAST | STEP UP | SPECIAL FEATURES

BROADCASTING AND VIDEO

INCORPORATE YOUR BRAND AND MESSAGING

Influence a captive audience by advertising on KIJHL game broadcasts or partnering with engaging video campaigns. Broadcasting and video partnerships allow your brand to come to life while entertaining KIJHL fans from all over the province and beyond.



HOCKEY TV ADVERTISING | HIGHLIGHT PACKAGES | YOUTUBE CHANNEL | VIDEO FEATURES

NAMING RIGHTS

BECOME FULLY CONNECTED WITH THE KIJHL

Align your brand with key components of the KIJHL through naming rights partnerships. Naming rights feature advertising with consistently referred to league elements allowing your brand to be an ongoing topic of conversation, constantly promoted and fully connected with the KIJHL.



DIVISIONS | SPECIAL EVENTS | CHAMPIONSHIPS | TROPHIES & AWARDS | BURSARIES



PARTNERSHIP *Opportunities*

UNIFORM ADVERTISING

EXCLUSIVE LOGO PLACEMENT

Place your brand at the centre of attention and get directly linked to the game through uniform advertising. Uniform branding features exclusive logo placement and allows your brand and likeness to be closely associated with the on-ice action and included in all KIJHL media coverage.



JERSEY PATCH | HELMET ADVERTISING | OFFICIALS UNIFORM PATCH | SPECIAL EVENTS APPAREL

GAME ACTIVATION

STIMULATE INTERACTIONS WITH KIJHL FANS

Get into the game and stimulate fan interactions through game activation partnerships. Game activation is an excellent form of advertising that allows your brand to be directly connected to the game and within all twenty KIJHL arenas.



KIJHL FAN TOUR | PA ANNOUNCEMENTS | LEAGUE-WIDE CONTESTS | IN-ARENA BRANDING

Partnership PACKAGES

The KIJHL can tailor-make a package that best suits your organization's goals.

PREMIER PARTNER
CHAMPIONSHIP PARTNER
DIVISION PARTNER
EDUCATION PARTNER
COMMUNITY PARTNER



PATHWAY TO PARTNERSHIP

1

INTRODUCTION

Allow us get to know you and your organization by learning about your brand, objectives and audience. Also, hear from us about information on the KIJHL and partnership opportunities.

2

FOUNDATION

Receive a tailored presentation of partnership opportunities that align with your business, meet your advertising needs and have direct input to customize your partnership further to ensure the perfect fit.

3

IMPLEMENTATION

See your brand become closely aligned with the KIJHL as partnership deliverables get executed. Remain in contact with us throughout the season to learn how your partnership is helping young athletes while ensuring your objectives are met.

4

REVIEW AND REFLECT

Review and reflect with us upon the season's conclusion to learn insights, fan feedback and statistics involving your partnership.

"Allow the KIJHL to create a successful and meaningful partnership with your organization today! Collaborate with us through our pathway to partnership to produce a custom and unique advertising opportunity to connect with passionate KIJHL fans."

Courtney
CHRISTY

Director of Sales and Marketing



cchristy@kijhl.ca
250.315.9083

THIS IS **KIJHL** HOCKEY COUNTRY



COURTNEY CHRISTY

DIRECTOR OF SALES & MARKETING

250.315.9083

cchristy@kijhl.ca

KOOTENAY INTERNATIONAL HOCKEY LEAGUE

www.kijhl.ca [@kijhlhockey](https://www.instagram.com/kijhlhockey) [@KIJHL](https://www.facebook.com/KIJHL) [KIJHL](https://www.facebook.com/KIJHL) [kijhlhockey](https://www.youtube.com/kijhlhockey)