



2026-27 SPONSORSHIP OPPORTUNITIES

SUPPORT THE TEAM THAT SUPPORTS THE COMMUNITY

STONEY CREEK
Tigers
SR AAA HOCKEY





STONEY CREEK TIGERS

Who We Are

The Stoney Creek Tigers are a Senior AAA hockey team competing in the Allan Cup Hockey League, proudly representing our city with a sharp edge and a strong sense of purpose. We launched in 2023 with a simple goal: build a highlevel hockey program that the community can stand behind. We're serious about the game, committed to doing things the right way, and driven to keep growing. On the ice and in the community.

Why We Exist

This isn't a throwback team or a side project. We're here to compete, develop, and contribute something real to Stoney Creek. We offer a place for top-level talent to keep playing at a high-level, and a place for fans to experience competitive, local hockey done professionally. From families to long-time hockey fans, there's something here for everyone.

Community Ties

We work with organizations that help grow the game and give young athletes the tools they need to succeed, not just in hockey, but in life. Our community partners include:

- Stoney Creek Girls Hockey Association
- Stoney Creek Minor Hockey Association
- West Niagara Minor Hockey Association
- Glancaster Minor Hockey Association
- Stoney Creek Optimist Baseball

We show up because we care about where we're from and we want this team to mean something to the next generation, too.



IN THE COMMUNITY

Being a community-first team isn't a tagline for us, it's how we spent the season.

Save The Rink

When Stoney Creek Arena faced permanent closure, this community showed up. Save The Rink Night rallied fans, families, and partners around the building that's been home to this team, and this city, for generations.

Giving Back

- **Hockey Fights Cancer Night** — themed jerseys and an in-arena fundraising campaign, raising \$3,000 in support of cancer care at Hamilton Health Sciences
- **Stoney Creek Optimist Little League** — proud season sponsor

Showing Up

- **First Responders Night** — honouring local police, fire, and EMS with an on-ice ceremony and community recognition
- **Stoney Creek Minor Hockey Night** — local minor hockey players joined as guests of the club
- **Glancaster Bombers Hockey Night** — welcoming Glancaster's minor hockey community to the rink
- **Girls Hockey Night with Renata Fast** — an open invite to girls hockey organizations across the region, drawing a near-sellout crowd
- **Santa Claus Parade** — Tigers players and staff took part in the annual Stoney Creek parade

Growing the Game

- **Family Day Showcase, West Lincoln Arena** — bringing Tigers hockey to a new market as part of the league's regional growth

When you partner with the Tigers, your brand isn't just on a jersey. It's standing next to nights like these.

SATURDAY NIGHTS IN THE CREEK

The Stoney Creek Tigers call Stoney Creek Arena home. This move aligned with the Tigers' mission to be a community-first organization, and the 2025/26 season proved it out. Located in the heart of downtown, Stoney Creek Arena carries a sense of history and character that reflects the identity of our team and our city.

The downtown setting keeps the Tigers accessible to fans, families, and local businesses, with a presence in the community that grew all season, culminating in a Robertson Cup Final run played right here in front of a building that filled up more with every game. The arena's proximity to restaurants, retail, and public spaces enhanced the game-day experience and opened the door to new partnerships and engagement throughout the year.

Inside, fans got fast-paced, skilled hockey in a close-knit environment. The sightlines are sharp, the energy is high, and the experience is unmistakably local, where the action feels close and every game feels personal. For our partners, this venue delivers direct visibility and a real connection to the people of Stoney Creek and surrounding areas, backed now by a full season of proof. We're proud of what this venue has already meant for this team, and where it's taking us next. We'll see you at Stoney Creek Arena.



LAST SEASON, BY THE NUMBERS

2.24M

Views of Tigers content on
Facebook and Instagram

20,122

Verified sessions on
stoneycreektigers.ca

2,442

Paid fans through the gates
across 16 home games

32.4K

Content interactions across
Facebook and Instagram

BUILT BY THE COMMUNITY. BACK BY LOCAL BUSINESS.



SPONSORSHIP PACKAGES

ROBERTSON CUP SPONSOR

\$10,000

Naming rights and the jersey

- Presenting naming rights: “[Business] Home Opener” and season-long association
- Logo on the game jersey
- Featured in every season social header and profile banner
- Exclusive mention in all press releases and media coverage

Also includes

- Logo on Website: Premier website placement with clickable link
- 4 Season Tickets: Redeemable for any regular season home games
- Social Media Feature: Dedicated promotional post to showcase your business
- Premier Website Placement: Listed in top sponsor section
- Game Day Social Sponsorship: Tagged in at least one game-day post
- PA Announcement at Every Home Game: Recognition over the loudspeaker
- Wall Sign: Large-format signage in arena concourse or rink

BUILT BY THE COMMUNITY. BACK BY LOCAL BUSINESS.



POWER PLAY SPONSOR

\$5,000

Choose one signature asset

- Warm-up jersey: your logo on the front of all 10 home-game jerseys
- Ice logo: in-play surface placement*
- Arena board: prime rink-side visibility*
- Broadcast partner: "This broadcast brought to you by [Sponsor Name]" on every livestreamed home game
- Pant shell: visible lower-body game gear
- 8x4' wall sign in the concourse or rink

*Ice logo placements must be confirmed by October 1. Ice goes in mid-October.

Also includes

- Logo on Website: Featured prominently with a clickable link
- 4 Season Tickets: Redeemable for any regular season home games
- Social Media Feature: Dedicated promotional post to showcase your business
- Premier Website Placement: Listed in top sponsor section
- Game Day Social Sponsorship: Tagged in at least one game-day post
- PA Announcement at Every Home Game: Recognition over the loudspeaker
- Wall Sign: Large-format signage in arena concourse or rink

BUILT BY THE COMMUNITY. BACK BY LOCAL BUSINESS.



BREAKAWAY SPONSOR

\$2,500

Choose one signature asset

- Helmet logo, worn every game
- Official puck, used in warmups and promotions
- Arena banner, medium format in the rink or concourse

Also includes

- Logo on Website: Featured prominently with a clickable link
- 2 Season Tickets: Redeemable for any regular season home games
- Social Media Feature: Dedicated promotional post to showcase your business
- Game Day Social Sponsorship: Tagged in at least one game-day post
- PA Announcement at Every Home Game: Recognition over the loudspeaker

BUILT BY THE COMMUNITY. BACK BY LOCAL BUSINESS.



GAMEDAY SPONSOR

\$1,250

Choose one signature asset

- Ceremonial Puck Drop (includes on-ice moment, photo, and promotion)
- Game Day Digital Sponsorship (includes branded graphics, website, and PA)

Also includes

- 2 Season Tickets
- PA Announcement at One Game
- Sponsor Introduction Before Puck Drop
- Puck Drop Photo Shared on Social + Optional Keepsake
- Option to Sponsor Starting Lineup
- Logo on Game Day Graphic (if applicable)

BUILT BY THE COMMUNITY. BACK BY LOCAL BUSINESS.



EVERY OTHER WAY IN

Theme nights, in-arena moments, vendor booths and multi-year terms are available too. Just ask.

Digital & Social

\$500

- Logo in every home-game social post
- Website listing
- One short-form video feature mid-season
- No in-arena commitment

Sponsor key game moments:

- Power Play or Penalty Kill Sponsor
- "Three Stars of the Game"
- In arena activation (includes Chuck-A-Puck, Trivia, etc.)

Roster Card

\$500

- Presented-by line on the printed roster card
- Handed out at home games

BUILT BY THE COMMUNITY. BACK BY LOCAL BUSINESS.



WHAT OUR PARTNERS SAY

"Sponsoring the Tigers put our name in front of a crowd we don't normally reach. New faces walking through our door who first saw us on the boards or in a Tigers post. It's the kind of local exposure you can't buy any other way."

KEVIN · VERHOEF ELECTRIC INC.

"Being part of the Tigers this season meant our team and our clients saw us showing up for something bigger than business. The goodwill it built, and the conversations it started, made this one of the best-value sponsorships we've done."

J.R - ARM SERVICES INC.

BUILT BY THE COMMUNITY. BACK BY LOCAL BUSINESS.



LET'S BUILD YOUR PACKAGE

CONTACT US

Daniel Svedin

President & General Manager
daniel@stoneycreektigers.ca
905-401-7114



Matt Sagrott

Director of Brand & Marketing
matt@stoneycreektigers.ca
905-902-7020



Stoney Creek Tigers Senior AAA Hockey Club

Stoney Creek Arena
37 King St W
Stoney Creek, ON
www.stoneycreektigers.ca
partnership@stoneycreektigers.ca

BUILT BY THE COMMUNITY. BACK BY LOCAL BUSINESS.





Thank you for your partnership!

