



# 2015 SPONSORSHIP PACKAGE



EXCELLENCE... ON AND OFF THE ICE!

# AIHL

## AUSTRALIAN ICE HOCKEY LEAGUE



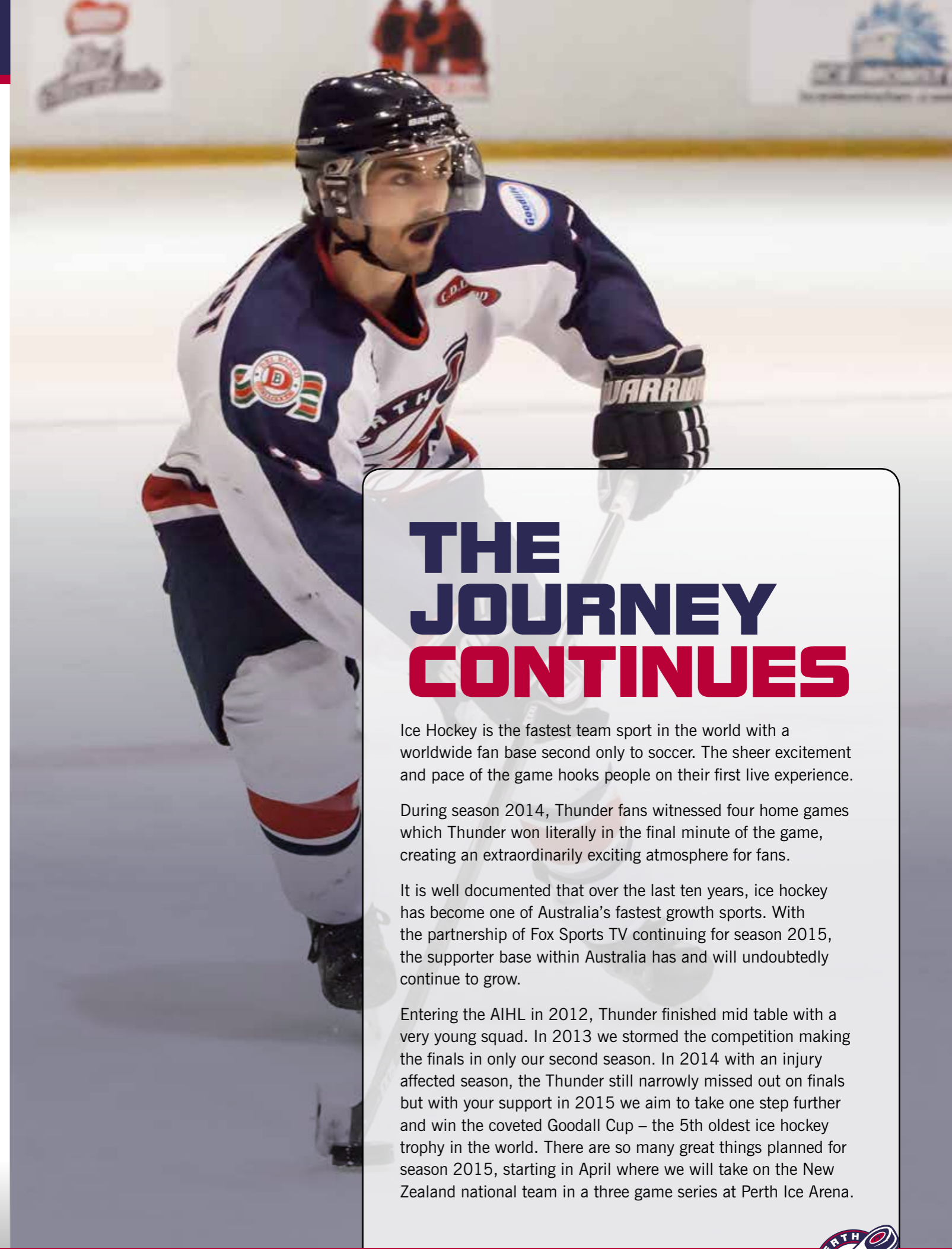
The Australian Ice Hockey League (AIHL) was formed in 2000 and since then has evolved into a well-established national competition featuring 8 teams from Sydney, Melbourne, Adelaide, Canberra and Perth. Each team plays each other twice at home and twice away during the regular season which runs from April until August each year. The top 4 teams contest the AIHL Finals series which take place in September at the conclusion of the league season. Fox Sports partnered with the AIHL in 2013 to provide a weekly broadcast which will continue in 2015. The national television coverage attracts high calibre sponsors and provides a platform for the continued growth of the sport in Australia.

AFTER THREE FULL SEASONS in the AIHL the Perth Thunder has started to find its place within the sporting entertainment medium in WA. We are setting new standards at every event and plan to take it to new levels again this year with high class game day entertainment and top level hockey.



## 2014 HIGHLIGHTS

- ➔ 14 packed out home games with over 8000 fans
- ➔ Voted the best entertainment value in the AIHL
- ➔ A collaboration with the Canada v USA series, which saw 26,000 hockey fans pack Perth Arena over two nights, with huge exposure for both Perth Thunder and its sponsors on the rink boards and the big screen
- ➔ Player nominated for MVP of the AIHL
- ➔ Players nominated for AIHL Best Forward, Best Defenseman, Best Goalie, and Rookie of the Year
- ➔ Partnerships were formed with esteemed charities, PMH, Stop Concussion, and Solider On
- ➔ Over 700,000 hits on You Tube and an ESPN Play of the Week that was shown all around the world!
- ➔ Record merchandise sales and reaching over 4000 fans on Facebook!



## THE JOURNEY CONTINUES

Ice Hockey is the fastest team sport in the world with a worldwide fan base second only to soccer. The sheer excitement and pace of the game hooks people on their first live experience.

During season 2014, Thunder fans witnessed four home games which Thunder won literally in the final minute of the game, creating an extraordinarily exciting atmosphere for fans.

It is well documented that over the last ten years, ice hockey has become one of Australia's fastest growth sports. With the partnership of Fox Sports TV continuing for season 2015, the supporter base within Australia has and will undoubtedly continue to grow.

Entering the AIHL in 2012, Thunder finished mid table with a very young squad. In 2013 we stormed the competition making the finals in only our second season. In 2014 with an injury affected season, the Thunder still narrowly missed out on finals but with your support in 2015 we aim to take one step further and win the coveted Goodall Cup – the 5th oldest ice hockey trophy in the world. There are so many great things planned for season 2015, starting in April where we will take on the New Zealand national team in a three game series at Perth Ice Arena.



# PERTH THUNDER DEVELOPMENT ACADEMY

The Perth Thunder Academy is a program that promotes ice hockey skills development and positive community interaction of its members.

The Academy consists of junior ice hockey players currently playing in the Western Australian Midget and Junior leagues between the ages of 16 and 20.

Using a combination of on-ice and off-ice instruction, each member has an individually devised development plan that provides a structured pathway that may eventually lead to the AIHL.

While the focus of the Academy is the sport of ice hockey, Perth Thunder highlights the importance of community, family values and teamwork to all its members.

Commencing in 2012, the Academy has an established Perth Thunder Development Squad that includes six Australian Under 18 Team representatives and five members of the national Under 20 team.

In 2015, Perth Thunder will be running a mentorship programme with our senior international players and our professional imports. This will give our developing players an insight into the higher levels of the sport and an unlimited information source.

**EXCELLENCE... ON AND OFF THE ICE!**

# PERTH THUNDER IN THE COMMUNITY



Perth Thunder partnered with PMH Children's Hospital in 2014, raffling two Perth Thunder jerseys – one signed by Wayne Gretzky, and the second signed by five NHL Hall of Fame players, raising significant funds for this incredible cause. We also have partnered with Solider On moving into 2015. A very important cause as it assists our returning soldiers who have sacrificed so much and suffer from post traumatic stress syndrome or life changing injuries. We are very proud to be associated with these groups and as a corporate partner you will also be associated with these two great causes.



In 2014 we united with the AIHL in helping a young West Australian hockey fan who was very ill. All of the teams came together with signed jerseys and pictures. It received international recognition, but most of all it made a very sick young Thunder fan smile again.



Stop Concussion is an important cause that we are also partnering with for 2015. After success in 2014, as a club we feel we have a duty to support worthy causes.

We have donated merchandise and supplied star players to many charity events in 2014, and we plan to support as many causes as we can with PMH, Solider On and Stop Concussion as our three main causes.

**PERTH THUNDER... ICE HOCKEY DOWN UNDER**



# PERTH THUNDER MEDIA PARTNERSHIPS



Our game day show will continue to grow in 2015. We have again secured local celebrity Jamie Mercanti (aka "Slim Jim") as game day MC, and throughout 2014 we had visits from Danny Green, Ric Charlesworth, Andrew Vlahov, Natalia, Holly Denton and a fantastic opening weekend performance by The Bad Piper, along with special mentions from Michael Buble and Wayne Gretzky.

## 2014 Highlights

- ➔ Coverage of AIHL games on Fox Sports 1, with FoxSports reporting excellent ratings for AIHL games
- ➔ 26,000 at Perth Arena to see the Can v USA international series, with Thunder promotions
- ➔ Multiple features in The West Australian and Sunday Times
- ➔ Weekly slots on AM and FM radio
- ➔ Features on Channel 9 and Channel 10
- ➔ Over 700,000 you tube hits
- ➔ ESPN Play of the Week



## 2015 Planned Media

Perth Thunder will continue with its 2014 media, and we are in talks with Nova FM as a 2015 media partner, to be finalised in the new year.



Media Presence



### TV

- Fox Sports 1
- Channel 10
- Channel 9
- Channel 7
- ABC

### Print

- West Australian
- Sunday Times
- The Weekend West
- Stirling Times
- Chillout
- Fremantle Gazette
- Weekend Weekly
- Southern Gazette
- Eastern Reporter
- Melville Times
- Midland Reporter
- Kalamunda Reporter
- Armadale Examiner
- Gosnells Examiner
- Realmark Magazine
- Realmark Newsletter

### Radio

- 94.5 interviews
- 6PR interviews
- Nova 93.7 events
- HotFM interviews
- Radio West interviews
- WAFM interviews
- RedFM interviews
- Cockburn Gazette

### Web

- WAToday.com
- Perthnow.com
- inmycommunity.com

## Playing it cool

Canadian star import Ken Rolph, 22, plays ice hockey for Perth's newest sporting team, Perth Thunder. In its inaugural year, the team is currently third on the Australian Ice Hockey League ladder.

**What's your greatest ambition?**  
To be a long, healthy and successful life.

**What are you most proud of?**  
When I was selected as captain of my high school team in Canada. And also all the trophies I've won through playing hockey.

**What would you say to encourage other young people to achieve their goals?**  
To be fully committed and to go forward no matter what.

**If you had the power to change one thing in the world what would it be?**

**What does he hope to accomplish in Perth?**  
To be the best player in the league.

**What has been the biggest hurdle in getting this far in your sport?**  
In my position after returning from injuries and during times when you and your team aren't doing well.

**What's something a coach has taught you that you've never forgotten?**  
To never stop in your team's progress.

**What advice do you wish you had?**  
To never get tired.



**When did you start playing ice hockey?**  
I started during when I was three and playing hockey when I was five.

**How do you spend your spare time?**  
Hanging out with friends, watching movies and going to the gym.

**How much time do you spend watching?**  
I watch the NHL every night and I watch the AHL every night.

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Voted team with the best social media presence in the AIHL!



## Thunder celebrate debut season

**AUSTRALIAN Ice Hockey League** celebrates the Perth Thunder celebrating the end of their season in style at an awards night held last week.

**Held at the Swanbush Hotel**, the night capped off an remarkable season with the team finishing first in the regular season and winning the playoffs with 10 wins and 12 losses.

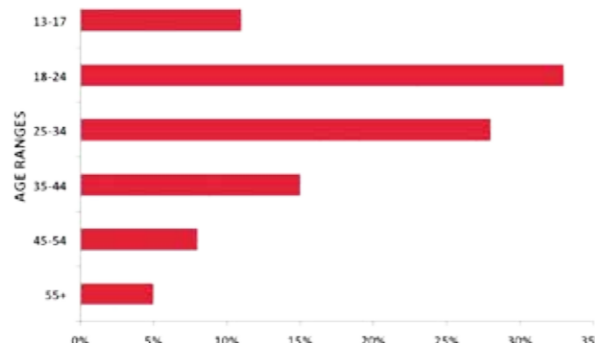
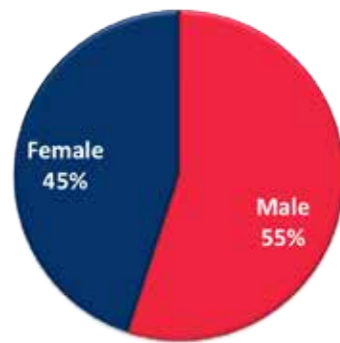
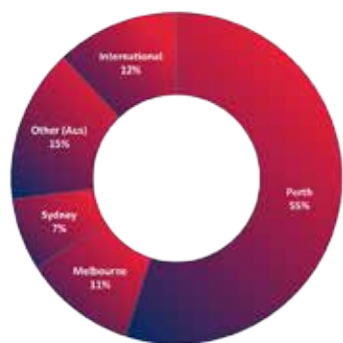
**Sam Milner and Allan Coombs.**

**Records: Don Benn and Rick Metz.**

**David Kraft, Simon Kraft, Greg Hyde and Lisa Jeffries.**



# OUR FANS AND MEDIA



## The Numbers

- 250 Members
- 600+ Average Crowds
- 1100+ Newsletter Readers
- 4000+ Facebook Fans
- 2000+ Twitter Followers
- 470,000+ unique website views
- And 7,000,000+ website hits

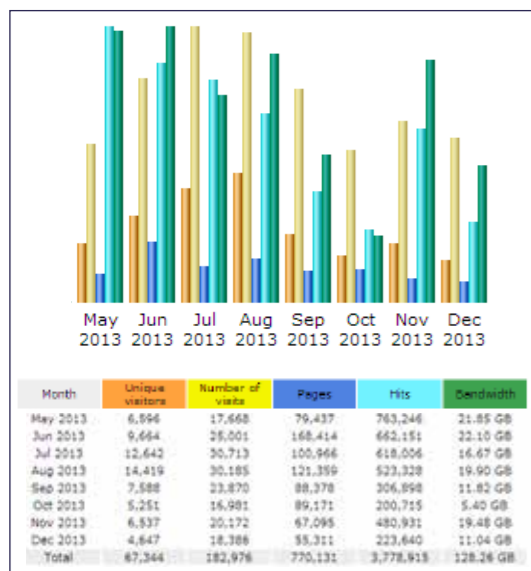


With an expanding fan base, capacity crowds and an active web and media presence, Perth Thunder is a rapidly growing sports brand in Western Australia.

In the past three seasons, Perth Thunder recorded sellout games with fans ranging across a variety of demographics (see charts above).

Perth Thunder was also actively promoted through a mixture of advertising and public relations activities. It is estimated that Perth Thunder have an advertising worth of \$200,000 and a PR worth of over \$1,000,000.

In the 2015 season, Perth Thunder aims to continue our aggressive market growth and with the support of our sponsors and loyal fans, become one of the largest supported sports teams in Western Australia.



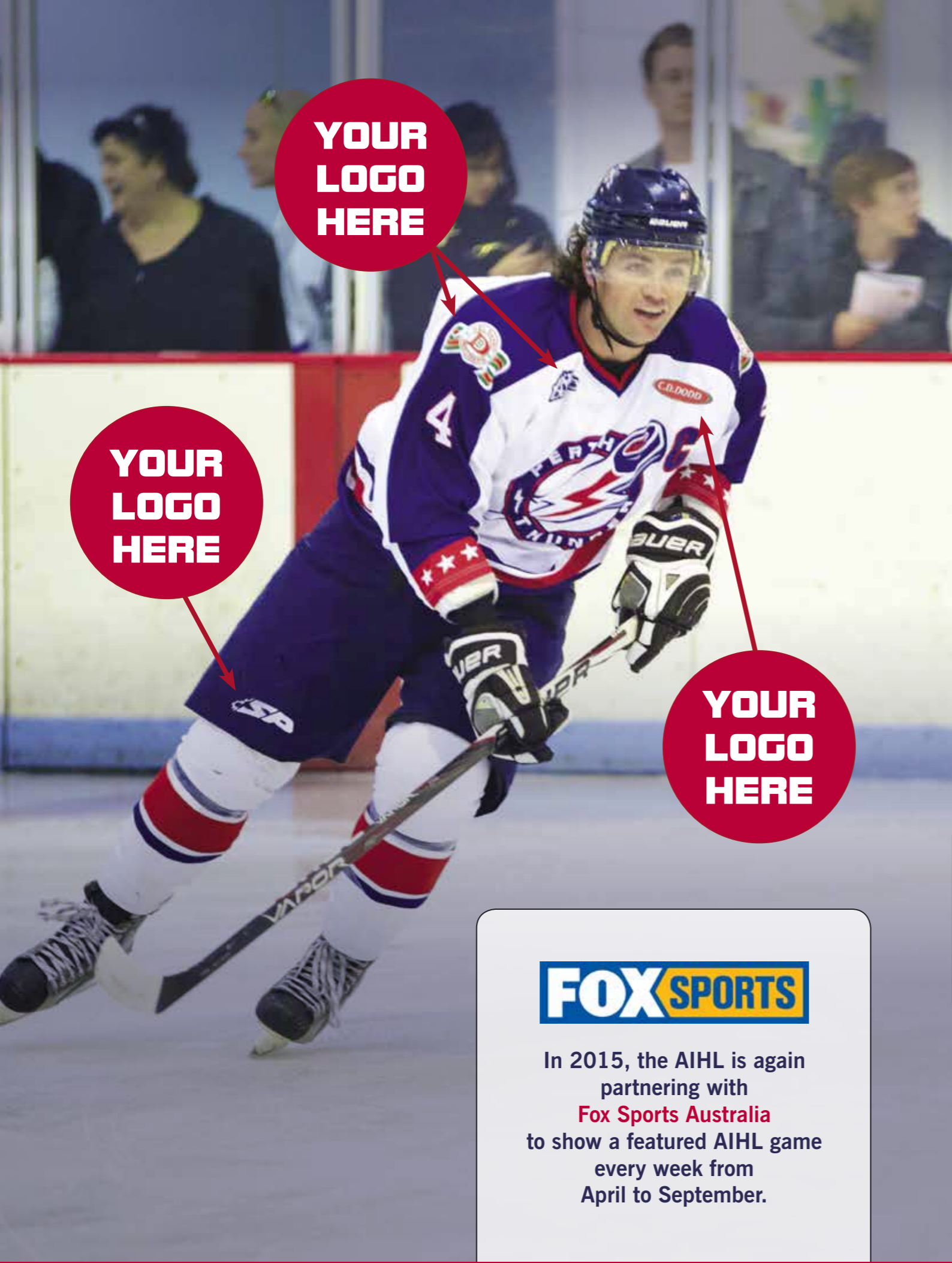
**48,000  
Mobile  
Device  
Hits!**



“Perth Thunder have been a joy - really a joy - right down to the selection of their team colours and their team uniform, they are getting great crowds with fans lining up around the building which is fantastic!”

**- Tyler Lovering,  
AIHL Commissioner**





**YOUR  
LOGO  
HERE**

**YOUR  
LOGO  
HERE**

**YOUR  
LOGO  
HERE**



In 2015, the AIHL is again partnering with **Fox Sports Australia** to show a featured AIHL game every week from April to September.

## SPONSORSHIP LOGO PLACEMENT

Sponsorship logos will appear on:



**Perth Thunder Website**



**Perth Thunder Jerseys**



**Perth Thunder 2015 Poster**



**Home Game Programmes**

# SPONSORSHIP OPPORTUNITIES

Sponsoring Perth Thunder is not only a sound investment decision for your business but also a fantastic medium to expose your business to the wider community utilising Perth Thunder's extensive media partnerships and relationships. The fabric of Perth Thunder's organisation is made up

of dedicated volunteers, loyal and passionate hockey-obsessed fans, committed community involvement and of course a fantastic squad of hard working committed players who are all very hungry for continued success... so that's why we want you to come along for the ride!



# PERTH THUNDER SPONSORSHIP PACKAGES

To enquire about our  
sponsorship packages

contact Stan Scott  
Phone 0408 905 699  
stan@perththunder.com.au



## NAMING RIGHTS SPONSOR

### Advertising

Exclusive brand association with Perth Thunder Ice Hockey Club	<input checked="" type="checkbox"/>
Prominent brand placement on Perth Thunder Website	<input checked="" type="checkbox"/>
Branding on all Perth Thunder Social Media	<input checked="" type="checkbox"/>
Advertising in all game day programmes	<input checked="" type="checkbox"/>
Full Recognition in all TV, Radio and Print Media	<input checked="" type="checkbox"/>
Featured on the Perth Thunder 'Big Screen' at all home games	<input checked="" type="checkbox"/>
Logo featured on game day programme covers	<input checked="" type="checkbox"/>
Announcements during games	<input checked="" type="checkbox"/>
Commercial run at all home games on the big screen	<input checked="" type="checkbox"/>
12 month signage on the Perth Ice Arena boards	<input checked="" type="checkbox"/>

### Logo Placement

Three (3) prominent banners above the players benches at Perth Ice Arena	<input checked="" type="checkbox"/>
All team merchandise and advertising will feature sponsor branding	<input checked="" type="checkbox"/>
Exclusive logo placement on home and away player jerseys	<input checked="" type="checkbox"/>
Logo featured in monthly 'The Thunder Times' Newsletter	<input checked="" type="checkbox"/>

### Ticketing

Exclusive Corporate Box at all Perth Thunder home games	<input checked="" type="checkbox"/>
Pre-Game access to the VIP Thunderzone at all home games	<input checked="" type="checkbox"/>

### Inclusive Items

Two (2) Signed 2015 Jerseys	<input checked="" type="checkbox"/>
Block Mounted 2015 Team Photo featuring sponsor logos	<input checked="" type="checkbox"/>
An Official Perth Thunder Merchandise Pack	<input checked="" type="checkbox"/>

## PLATINUM SPONSOR

Investment \$10,000

### Advertising

Advertising in all game day programmes	<input checked="" type="checkbox"/>
Sponsor featured on Perth Thunder Website	<input checked="" type="checkbox"/>
Featured on the Perth Thunder 'Big Screen' at all home games	<input checked="" type="checkbox"/>
Logo featured on game day programme covers	<input checked="" type="checkbox"/>
Announcements during games	<input checked="" type="checkbox"/>
Commercial run at all home games on the big screen	<input checked="" type="checkbox"/>
12 month signage on the Perth Ice Arena boards	<input checked="" type="checkbox"/>

### Logo Placement

Permanent Rink Board Advertising at Perth Ice Arena throughout 2015 Season	<input checked="" type="checkbox"/>
Logo placement on home and away player jerseys	<input checked="" type="checkbox"/>
Logo featured in monthly 'The Thunder Times' Newsletter	<input checked="" type="checkbox"/>

### Ticketing

Four (4) Seated A-Reserve Tickets to all Perth Thunder home games	<input checked="" type="checkbox"/>
Pre-Game access to the VIP Thunderzone at all home games	<input checked="" type="checkbox"/>

### Inclusive Items

One (1) Signed 2015 Jersey	<input checked="" type="checkbox"/>
Block Mounted 2015 Team Photo featuring sponsor logos	<input checked="" type="checkbox"/>
An Official Perth Thunder Merchandise Pack	<input checked="" type="checkbox"/>



# PERTH THUNDER SPONSORSHIP PACKAGES

## PLAYER SPONSOR

Investment \$8,000



### Sponsor an import player!

Every year Perth Thunder import four professional overseas players and this year our sights are again high. Your logo could be on this player and he will represent you at every possibility. He will also be available to your company for any requirements you may have.

Sponsor an import professional with packages tailored to your needs.

## GOLD SPONSOR

Investment \$5,000

### Advertising

- Advertising in all game day programmes
- Sponsor featured on Perth Thunder Website
- Announcements during games

### Logo Placement

- Logo featured on Sponsor Board at Perth Ice Arena
- Logo featured in monthly 'The Thunder Times' Newsletter

### Ticketing

- Four (4) Seated A-Reserve Tickets to all Perth Thunder home games
- Pre-Game access to the VIP Thunderzone at all home games

### Inclusive Items

- An Official Perth Thunder Merchandise Pack
- Block Mounted 2015 Team Photo featuring sponsor logos

## SILVER SPONSOR

Investment \$3,000

### Advertising

- Advertising in all game day programmes

### Logo Placement

- Logo featured on Sponsor Board at Perth Ice Arena
- Logo featured in monthly 'The Thunder Times' Newsletter

### Ticketing

- Two (2) Seated A-Reserve Tickets to all Perth Thunder home game
- Pre-Game access to the VIP Thunderzone at all home games

### Inclusive Items

- An Official Perth Thunder Merchandise Pack
- Block Mounted 2015 Team Photo featuring sponsor logos

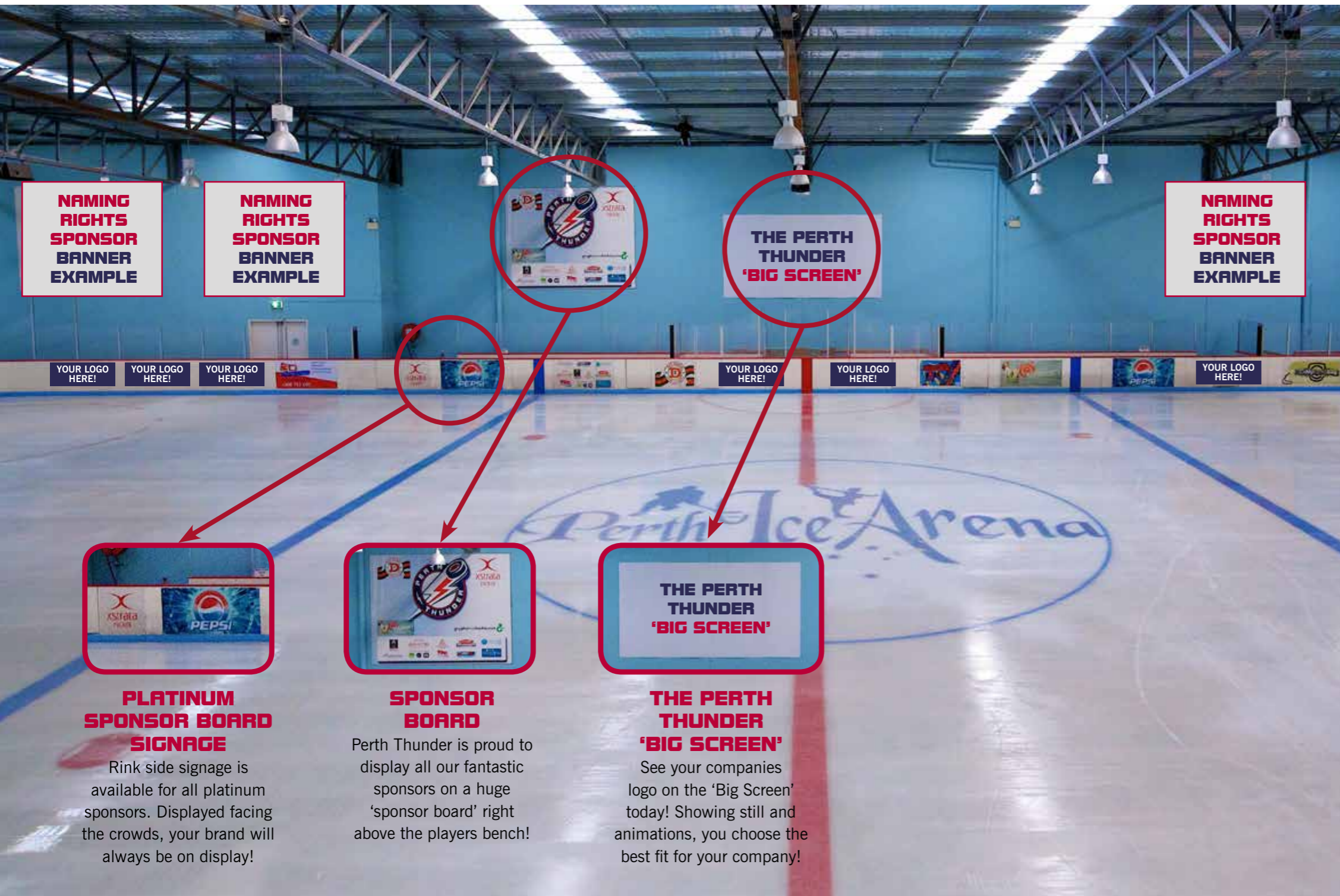
To enquire about our sponsorship packages

contact Stan Scott Phone 0408 905 699  
stan@perththunder.com.au





# THE HOME OF PERTH THUNDER **PERTH ICE ARENA**



**NAMING RIGHTS SPONSOR BANNER EXAMPLE**

**NAMING RIGHTS SPONSOR BANNER EXAMPLE**

**THE PERTH THUNDER 'BIG SCREEN'**

**NAMING RIGHTS SPONSOR BANNER EXAMPLE**

YOUR LOGO HERE! YOUR LOGO HERE! YOUR LOGO HERE!

YOUR LOGO HERE! YOUR LOGO HERE!

YOUR LOGO HERE!



## **PLATINUM SPONSOR BOARD SIGNAGE**

Rink side signage is available for all platinum sponsors. Displayed facing the crowds, your brand will always be on display!



## **SPONSOR BOARD**

Perth Thunder is proud to display all our fantastic sponsors on a huge 'sponsor board' right above the players bench!



## **THE PERTH THUNDER 'BIG SCREEN'**

See your companies logo on the 'Big Screen' today! Showing still and animations, you choose the best fit for your company!

## **Stadium Seats**

With more than 400 upper level seats for fans and sponsors, Perth Ice Arena provides a fantastic viewing experience for all Perth Thunder home games. With sold-out crowds at every game, the upper level stadium is the place to be when the puck drops! Experience the excitement, speed and adrenaline of the fastest sport in the world, from the best seats in town!



## **The Cross Bar**

The PIA Licensed 'Cross Bar' is the only upper level rink bar in Australia. Over hanging the Perth Thunder offensive zone, the bar gives fans a fantastic view of the entire rink. Our fans love to relax, have a drink and watch the best sport in world! Strictly 18+ and accessible by seating and standing ticket holders.



## **The ThunderZone**

Every home game, the PIA Ice House Cafe is converted into the 'ThunderZone'. Exclusively accessible by Sponsors and Members only, the ThunderZone provides a pre-game area to relax. Mingle with other fans and members of the Perth Thunder committee, coaching staff and maybe even a player or two!





# AUSTRALIA VS NEW ZEALAND APRIL 2015

## Perth Thunder v New Zealand Ice Blacks

The Perth Thunder are proud to announce they will host the New Zealand national team, the Ice Blacks in early April 2015 for a three game challenge before their world championships in South Africa. This is an excellent pre-season opportunity for us to test ourselves against an international team, and it is also an opportunity for our sponsors to gain extra promotion and coverage!



# PERTH THUNDER



# 2014






HAIGH & HASTINGS™  
AUSTRALIA




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 [www.twitter.com/PerthThunder](http://www.twitter.com/PerthThunder)



**EXCELLENCE... ON AND OFF THE ICE!**



**Perth Thunder Ice Hockey Club**  
based at Perth Ice Arena

**Stan Scott** DIRECTOR

0408 905 699 [stan@perththunder.com.au](mailto:stan@perththunder.com.au)



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