

2023-2024 SEASON
SPONSORSHIP OPPORTUNITIES





ABOUT THE STARS

HISTORY

The St Thomas Stars are a Junior hockey team playing within the Greater Ontario Junior Hockey League (GOJHL), a 23 team league spanning from Windsor to Fort Erie.

The teams life began in 1961 as the St Thomas Barons, playing in the Western Jr B league out of the iconic Elgin Memorial Arena. Our first year years into our creation, we were crowned the Western Jr B Champion, and lost in the Finals for the Sutherland CUP. We'd go on to win two more Championships in the 60's; 1966-67 and again 2 years later in 1968-69.

In 1970, the Teams name changed to the St Thomas Elgins, and continued to call Memorial Arena home base, they played in the Southwestern Ontario Tier 2 Junior A league in the Ontario Hockey Association until its collapse in 1972.

In 1972, the Teams name changed again to the St. Thomas Colonels, and remained as such until 1980 when new owners took over, and rebranded the team to the St Thomas Pests.

In 1984, the team was purchased, and re-branded to the St Thomas Stars participating in the Western Ontario Junior B League, which it remains until present day! While under the new branded Team name, the STARS have won The Western Ontario Jr B Championships in 1985-86, & 1986-87; plus went on to win the All Ontario Championship Sutherland Cup in 86-87, then back to our winning ways in 1994-95, 1995-96, and most recently in 2010-11 were able to again hoist the Western Ontario Junior B Championship Trophy. In 2002, the team moved to its new home named after Local Hockey Legend; The Joe Thornton Community Centre, which seats 2600 spectators with bowl style seating.

St Thomas has been able to produce some notable NHL'ers as well over the years such as; Dan Cloutier, Ken Murray, Joe Thornton, Brian Willsie, Bo Horvat, Logan Coutier, Cory Emmerton, Greg McKeeg, and Lawson Crouse.

The 2023 season will mark the teams 62 year representing the City of St Thomas.



PLATINUM PACKAGE

\$10,000

BUNDLED to MAXIMIZE YOUR Company Name!

- Decals on all players helmets
- 1 on Ice logos
- 200 game passes
- Home Opener Live announcements and Ceremonial puck drop with the Mayor on Opening Night
- Premier game night sponsorship (Fill the Rink, Boston Pizza Cup Tournaments etc.) with in-game announcements and social media promotion
- STARS Merchandise
- Signed Stars Jersey
- Ad in annual program
- Recognition on team website and sponsor banner in lobby
- Special Platinum announcement with the team.





GOLD PACKAGE

\$5,000 PLUS HST

- Company Name on ALL players hockey bags
- Company Name on Warm up attire
- Receive 100 game passes
- Premier game night sponsorship (Fill the Rink, Boston Pizza Cup Tournaments etc.) with in-game announcements and social media promotion
- STARS Merchandise
- Signed Stars Jersey
- Ad in annual program
- Recognition on team website and sponsor banner in lobby

SILVER PACKAGE

\$3,500 PLUS HST

- Company Name in designated area of Seating
- 2 season Flex Passes
- Ad in Program
- STARS Merchandise
- Signed Stars Jersey
- Company Logo under silver Sponsorship on Website



IN-ICE SPONSORSHIP \$1,500 (PLUS ORIGINAL VARIATING CREATION COST BASED ON SIZE)

(Joe Thornton Community Centre receives over 1 million attendees annually).

- Company name Frozen into the Ice surface at The JOE for the entire season.
- 50 game passes
- Game night sponsorship with in-game announcement and social media promotion
- Recognition on team website and sponsor banner in lobby

RINKBOARD SPONSORSHIP \$1,100 (PLUS ORIGINAL CREATION COST OF \$375.00)

(Joe Thornton Community Centre receives over 1 million attendees annually).

- Company name displayed on 4x8' Rink board display
- 2 Replacement boards included in cost
- Includes 50 game passes
- Game night sponsorship with in-game announcement and social media promotion recognition on team website

POWER PLAY & PENALTY KILL SPONSOR \$1,200

- Company banner hung over penalty box for all home games
- In-game announcement every time there is a PP or PK
- 50 game passes
- Recognition on sponsor banner in lobby

PINK IN THE RINK JERSEY SPONSOR \$2,000

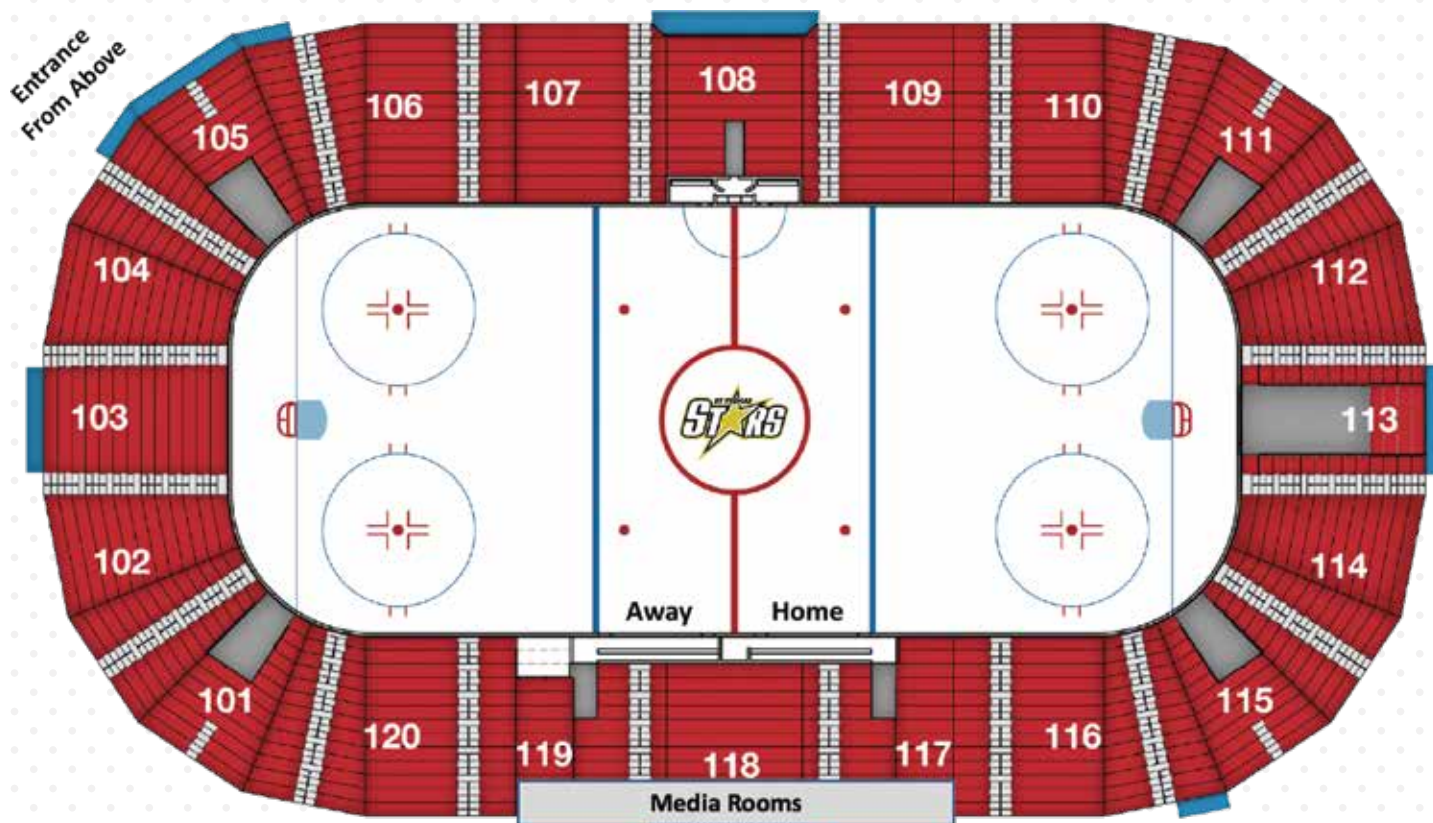
In October the Stars host "Pink in the Rink" for Breast Cancer Awareness

Your company name will be printed on all Pink STARS jerseys that will be worn during warm-ups, and auctioned off after the game with all proceeds going towards the Canadian Cancer Society on your company's behalf.

PUCK SPONSORSHIP \$2,000

- Your company logo on the game puck used all season
- Keep some of the pucks for your clients or staff
- Receive 100 game passes
- In-game announcement once per period all season long when the puck goes out of play
- Company logo on team website and sponsor banner ion the lobby
- This becomes available to new sponsor annually

JOE THORNTON COMMUNITY CENTRE





For sponsorship inquiries, please contact
Andrew Power, Director of Sponsorship at (226) 268-7289

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