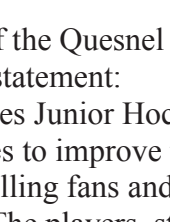




QUESNEL MILLIONAIRES 2009/2010

QUESNEL MILLIONAIRES JR A HOCKEY CLUB

MARKETING PACKAGE



Phone: 250-992-7181 Fax: 250-992-7148
Email: marketing@quesnelmillionaires.com

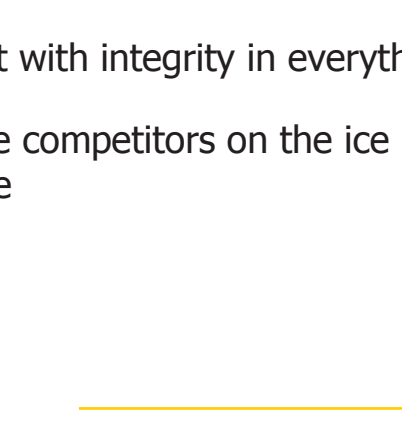
www.quesnelmillionaires.com

QUESNEL MILLIONAIRES VISION

The Quesnel Millionaires has a strong and powerful vision of what the purpose of this team is: To provide players the greatest possible combination of competition, opportunity, development (talent, character and education), and exposure in order that they are able to achieve long term success at an athletic, academic and personal level by increasing the profile and professional image of the team through continue community and corporate involvement.

QUESNEL MILLIONAIRES MISSION STATEMENT

The purpose and role of the Quesnel Millionaires can be defined in the mission statement:
 The Quesnel Millionaires Junior Hockey Club provides a venue for young athletes to improve their academic and athletic skills while thrilling fans and friends as they work to achieve their goals. The players, staff, board of directors and volunteers must strive to achieve the highest standards of excellence in all assigned tasks and complete tasks and deal with others with honesty and ethics.



ABOUT THE BCHL

The BCHL is comprised of 17 teams covering most areas of the province of British Columbia. Since 1960-61, the BCHL has developed more players for the college system than any other league in Canada as more than 1500 players have gone on to play college hockey in both the United States and Canada.

The BCHL is a member of Hockey Canada, BC Hockey, and the Canadian Junior A Hockey League. The BCHL operates and is bound by the rules and regulations of Hockey and BC Hockey.

www.bchl.bc.ca

BCHL VISION

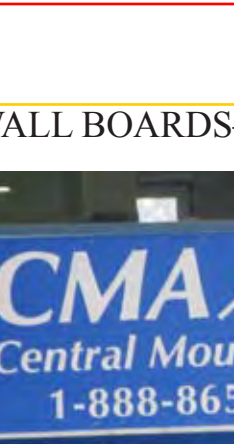
To be recognized as the best Junior A hockey league in North America.

What we stand for:

- We always act with the player in mind
- We foster partnerships that develop mutual value
- We act with integrity in everything we do
- We are competitors on the ice and partners off the ice

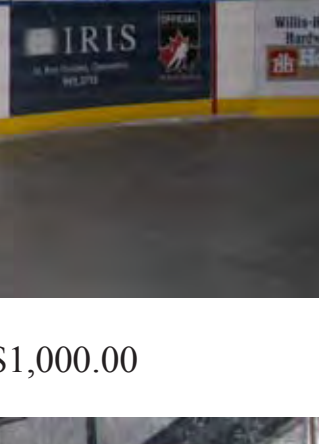
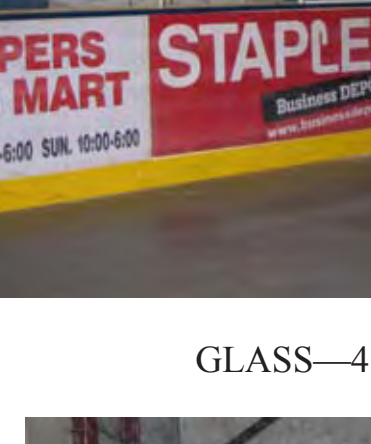
QUESNEL MILLIONAIRES IN THE COMMUNITY

Being involved in the Community is very high on the list.

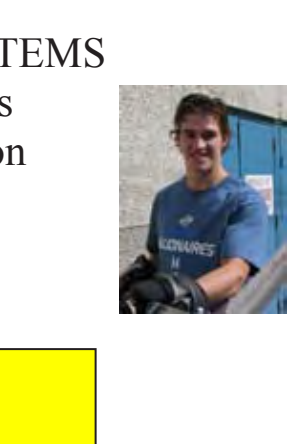
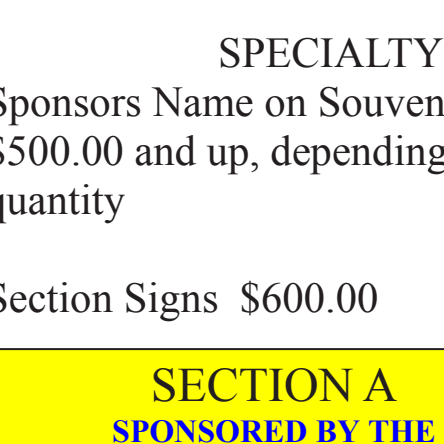


SKATE WITH THE MILLS

The Hockey Team makes many Elementary School Visits, and has implemented the Read to Succeed Program.



HOCKEY SCHOOL EVERY AUGUST



Remembrance Day

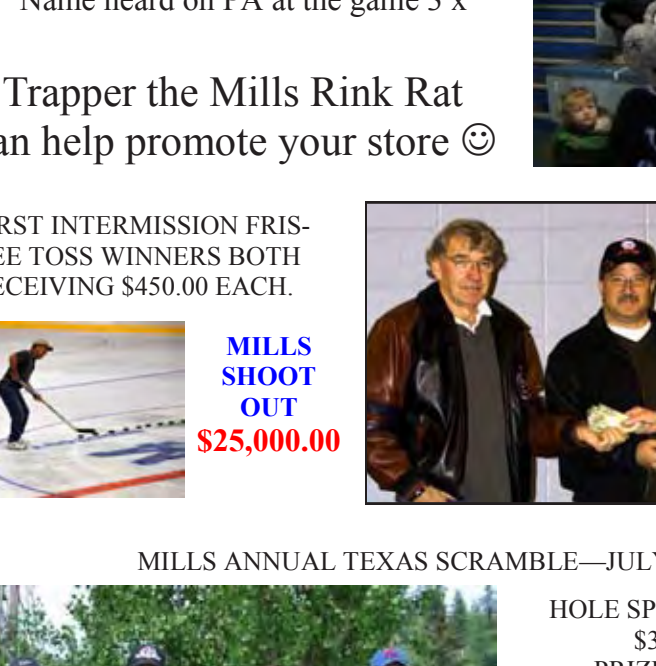
Why Advertise With The Quesnel Millionaires?

- The largest captive audience in Quesnel, drawing on average 21,000 people to the Quesnel Twin Arenas for Millionaires hockey per regular season. - Internet Coverage: the Millionaires web site is always up to date and is considered one of the best web sites in the BCHL by the fans. On an average day, the Millionaires web site receives over 450 hits. - On average, the Millionaires attract 300 kids per game and many families. - In existence since 1975. - PCJHL Champions in 1976, 1977, 1978 and 1987. - The Twin Arenas are home to other events such as minor hockey, ringette, lacrosse, and rec hockey. - The Quesnel Millionaires provide many unique, affordable marketing opportunities for every type of business to help get the best bang for your buck! - The Quesnel Millionaires are owned by a group of local citizens with the goal of having an exciting form of entertainment for their community. - The Millionaires strive on education and help many players each season acquire scholarships to United States and Canadian Universities. Many scouts attend the games throughout the season. - If you are interested in becoming a partner with the Quesnel Millionaires, please call the
- Millionaires office: (250) 992-7181
 Email: marketing@quesnelmillionaires.com

JERSEY SPONSORSHIP

HOME \$2,500.00
 AWAY \$2,500.00

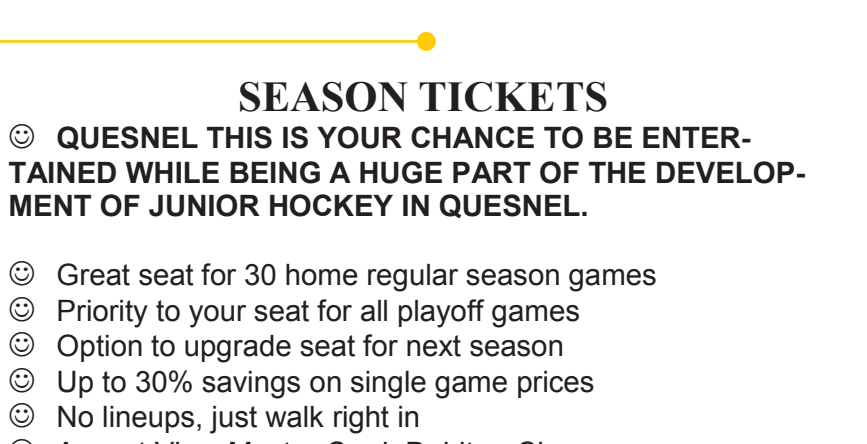
PATCHES \$700.00



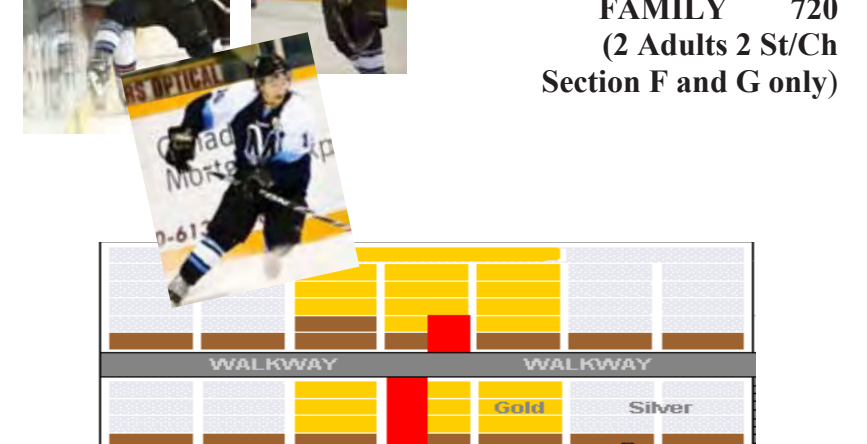
LARGE PATCH ON PANTS

\$1,500.00

WALL BOARDS—1,500.00



RINK BOARDS—1,500.00

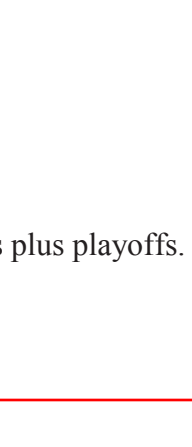


GLASS—4 for \$1,000.00



SPECIALTY ITEMS

Sponsors Name on Souvenirs \$500.00 and up, depending on quantity



Section Signs \$600.00

SECTION A SPONSORED BY THE JACK SMITH FAMILY

FRIDGE MAGNET \$500.00

POCKET SCHEDULE \$400.00

INTERMISSION GAMES Cost of Game

GAME TICKET BACKS \$1,500.00

TEAM TRACK SUITS \$1,500.00



NAME ON BUS \$2,500.00 per side

PLAYER AWARD TROPHIES

SPONSORSHIP \$300.00 ea.

Includes Sponsorship Name on Trophy and 2 tickets to Year End Awards Banquet

Trophy Names

- Most Improved Player
- Most Valuable Player
- Most Sportsmanlike Player
- Rookie of the Year Award
- Unsung Hero
- Top Scorer Award
- Top Defenseman Award
- Fan's Choice Award
- Presidents Choice (Humanitarian)
- Academic Award

GAME DAY SPONSORSHIP

\$650.00

- Ad in Game Program Insert
- Name in Game Ad in Quesnel Observer, The Advisor and Bargain Hunter
- Name heard on Cariboo Radio for Game Ads 6x
- 10 game day tickets
- Name in Arena Lobby on Game Day
- Name heard on PA at the game 3 x

Trapper the Mills Rink Rat can help promote your store ☺

FIRST INTERMISSION FRISBEE TOSS WINNERS BOTH RECEIVING \$450.00 EACH.

MILLS SHOOT OUT \$25,000.00

MILLS ANNUAL TEXAS SCRAMBLE—JULY

HOLE SPONSORSHIP \$300.00

PRIZE TABLE
 PLAYER OR TEAM PARTICIPANTS

GREAT WAY TO TREAT THE STAFF

SEASON TICKETS

© QUESNEL THIS IS YOUR CHANCE TO BE ENTERTAINED WHILE BEING A HUGE PART OF THE DEVELOPMENT OF JUNIOR HOCKEY IN QUESNEL.

- © Great seat for 30 home regular season games
- © Priority to your seat for all playoff games
- © Option to upgrade seat for next season
- © Up to 30% savings on single game prices
- © No lineups, just walk right in
- © Accept Visa, Master Card, Debit or Cheques
- © **Donate ticket to worthy cause**
- © **Great Gift or Staff recognition**
- © Go Partners-Share a Ticket with a Friend
- © Fridge magnet for every Season Ticket Holder

GOLD 280
SILVER 250
 st/sr silver 250
 Child silver 140
FAMILY 720
 (2 Adults 2 St/Ch Section F and G only)

PROGRAM ADVERTISING

FULL PAGE (Colour) - \$1,150.00 (B/W) - \$950.00
 1/2 Page \$550.00
 1/4 Page \$400.00
 1/8 Page \$300.00

Inserts:
 1/2 Page \$550.00
 1/4 Page \$400.00
 1/8 Page \$300.00

Your ad is in all 30 regular season games plus playoffs. No less than 2000 printed.

Sponsors:

The Quesnel Millionaires are very proud of the long list of Sponsors and Advertisers the club has.

Whenever you are in the arena, please look around and take note of the wall boards and rink boards, take a browse through our program, listen to the radio, read the paper, and check out our internet site.

These sponsors you see and hear, are invaluable to this club, so we ask that when you are going out to buy an item, a vehicle, insurance, eating out or ordering in, please think of them, and let them know you appreciate their support. We in turn, visit who supports us.

Continued support of buying advertising, or donating to one our fundraisers, or buying a season ticket is the only way Quesnel will be able to keep our local Junior "A" Hockey Team.

THANK YOU FOR YOUR CONTINUAL SUPPORT!

NEW DIRECTION! NEW ENERGY!

GO MILLIONAIRES GO!

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