



**West Kelowna Hockey Centre
Advertising Opportunities
2022-2023**

www.westkelownahockeycentre.ca

When it comes to reaching the hockey community with your marketing message, *we deliver!*

As the region's premiere 3-on-3 ice training facility with a year-round sheet of ice, the West Kelowna Hockey Centre hosts every facet of the hockey community in our building Fall, Winter, Spring, **and** Summer!

From serving thousands of Kelowna and West Kelowna minor hockey families to providing a venue for a myriad of adult user groups, 3-on-3 adult and youth hockey leagues, hockey camps and private training sessions, if you play the game you probably play it at some point in the year at the WKHC. We are also now the training centre of choice for several of BC's most recognized hockey camps and skills instructors.



That's a lot of eyes in key demo groups – especially men 25 – 54 and women 25 – 44!

And when it comes to delivering our advertisers' messages we keep things clean and uncluttered. We limit the amount of advertising we offer both for customer aesthetics and also to ensure maximum impact for those who advertise with us. Though this limits revenue opportunities from advertising for us, it elevates the impact of advertising for our advertising partners!

Let us elevate *your* marketing efforts!



WKHC by the Numbers

General information

- Ice surface: 2/3 size
- Hours: 6am – 11pm, Mon - Sun
- Ice availability: 12 months a year (*ice stays in year round*)
- Full website: www.westkelownahockeycentre.ca
- Facebook page: 700+ followers
- Email database: 3,500 subscribers
- A/V:
 - Digital scoreboard
 - Apple Airplay rink sound system (with iPhone connectivity)
 - Lobby schedule TV (with advertising opportunities)
 - In-lobby TV (continuous sports programming)

Just some of our user groups:

- West Kelowna Minor Hockey
- Kelowna Minor Hockey
- WKHC Youth 3-on-3 Hockey Leagues
- WKHC Mens 3-on-3 Hockey Leagues
- WKHC Youth Pond Hockey
- Westside Ringette
- AK Hockey International
- Perfect Skating
- Rocket Shot Hockey
- Rink Hockey Academy
- The Athlete Den
- West Kelowna Junior Warriors
- Private Clinic Instructors
- Private individual and group rentals



Attendance

- Approximate avg # of skaters weekly: 2,000 – 2,500
- Approximate avg # of total users (skaters + spectators) weekly: 3,500 – 4,000



ADVERTISING MENU

The following are offered subject to availability

- 3' x 10' Ad Rink Board (max 18 available) **\$1,000 per year**
- 4' x 8' Wall Ad Board (max 15 available) **\$1,200 per year**

All prices are for space only. Production costs are not included (Production costs avg \$100 - \$200 through our preferred print supplier, FAST Signs)

Annual advertisers may also be given promotional access by request to:

- ❖ **Digital banner advertising on the West Kelowna Hockey Centre website**
- ❖ **Digital advertising on the WKHC lobby TV Schedule screen**
- ❖ **Promotional shout-outs on the WKHC Facebook page & eBlasts**

For more information on advertising opportunities, sponsorship of special programs or to book your advertising space, contact:

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