



MARKETING PACKAGE

2022-2023 SEASON



sprucegrovesaints.ca    @sgsaints

FIVE TIME  CHAMPIONS





MARKETING PACKAGE

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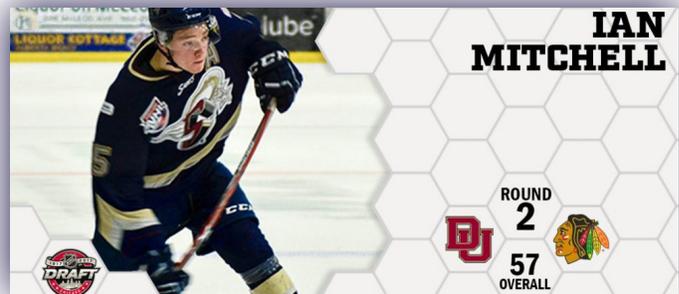


ABOUT THE SAINTS

The Spruce Grove Saints have been proud members of the Alberta Junior Hockey League since 2005 and are one of Canada's most storied Junior "A" franchises. Over 50 Saints, including the likes of Mark Messier, Rob Brown, Brian Benning, Stu Barnes, Mike Comrie, Steve Reinprecht and Fernando Pisani have played for the Saints on their way to the National Hockey League.

The aforementioned Saints legends paved the way for the likes of Ben Scrivens, Matt Benning, Carson Soucey, Kodi Curran and Ian Mitchell to reach their hockey dreams of playing in the NHL. With the growing list of NHL players, they are joined by an unparalleled list of Saints alumni that have advanced to all levels of professional hockey in North America and Europe as well as the many Canadian College, University, and NCAA committed players both current and past. The alumni are a testament to the winning culture and reputation of this renowned franchise.

The Saints are the only remaining franchise to survive from the original inception of the Alberta Junior Hockey League (AJHL) in 1963. In 1972 the Edmonton Movers and Edmonton Maple Leafs combined to become the Edmonton Mets who, in turn became the Spruce Grove Mets in 1974.



Under the direction of Doug Messier, the 1974-75 Spruce Grove Mets won the Centennial Cup Championship, the symbol of supremacy for Junior "A" hockey in Canada. Spruce Grove again won the AJHL Championship in 1975-76 with Messier's club defeating the Red Deer Rustlers, who were captained by Darryl Sutter, and won the Abbott Cup, which was the Western Canadian Championship. The 1976-77 Mets lost in the AJHL final, however Spruce Grove had the opportunity to watch a brash run rookie and future Hall of Famer Mark Messier play.



The Saints have been a pillar of success in Canadian junior hockey and continually set the benchmark of how a Junior hockey organization should operate, both on and off the ice.

With four AJHL Championships as the St. Albert Saints (80-81, 81-82, 95-96, 97-98), the Saints have called Spruce Grove home for the past 16 seasons. In that time the organization has captured five more AJHL Championships in 2010, 2011, 2014, 2015 and 2018.

Winning championships is one thing, however the sustained perennial contention of the Spruce Grove Saints organization speaks for itself. Since 2005 (16 full seasons) the Saints have appeared in the league final an unprecedented nine times. The team has never had a sub .500 winning percentage season and had any less than 32 wins in a season. 13 of those 17 seasons resulted in 40+ win seasons with two reaching over the 50 wins mark. The next closest AJHL organizations with 40+ win seasons in the same time frame have a total of seven each as well as six league final appearances. An incredible level of continued triumphs for an organization focused on development, culture and success.

The Saints were successfully guided by passionate team owner Darren Myshak and his family for many years. However, in the summer of 2017, Mr. Myshak handed the keys to the dynasty he helped build to three younger very passionate hockey men. Brothers Dan and Lindsey Leckelt were joined by NHL Super-Star and “Captain Canada” Ryan Smyth, forming a new ownership group driven to keep the Saints winning culture alive for years to come.

While much of the hockey world know “Captain Canada’s” passion for the game, his fellow owners Dan and Lindsey Leckelt have a fire for the game that burns just as deep. Both Leckelt’s have strong ties to Parkland County after having spent many years playing for the Senior Men’s AAA dynasty just down the road in the Stony Plain as members of the Stony Plain Eagles. Enjoying many long Allan Cup playoff runs, culminating in capturing the 1999 Allan Cup, Canada’s Men’s Amateur National Hockey Championship. The Leckelt’s are no strangers to winning environments and since that time they have become majority owners of the Stony Plain Eagles, Spruce Grove Saints and a WHL flagship organization in the Seattle Thunderbirds. All of these organizations, as well as other hockey endeavours fall under their control and umbrella of Silent Ice Sports and Entertainment.



In the summer of 2017, by the direction of the new owners, major front office and organizational changes took place for the Saints, highlighted with the hiring of a full time General Manager - Rob Sklaruk - who played with the Leckelt’s and also captured an Allan Cup championship in 1999 with the Eagles. In addition to Sklaruk, the Saints brought in a young very accomplished new Head Coach in Bram Stephen, who guided the Grant MacEwan Griffins to an Alberta Colleges Athletic Conference (ACAC) Championship in the spring of 2017, before coming to the junior ranks. All of the changes and capital investment into the organization resulted in the new ownership group capturing an AJHL Championship in their first full season at the helm in the spring of 2018 followed by a trip back to the AJHL Final in 2019.

Since 2004 the Saints have helped secure over 160 NCAA, CIS, and ACAC scholarships for their players. The Saints are now looking for their sixth AJHL championship in 2021 under the continued tenure of General Manager Rob Sklaruk, Head Coach Bram Stephen and Assistant Coach Derrick Martin.



WHY CHOOSE THE SAINTS?

OUR GOALS:

- ✎ To create meaningful partnerships with local businesses and leaders within our community
- ✎ Help local businesses increase their reach and exposure in their marketplace
- ✎ Utilize the Saints brand to create a strong and unified sense of community pride

OUR MISSIONS:

- ✎ Provide an exciting and affordable Junior hockey experience
- ✎ Constantly strive to be leaders within our community, on and off the ice
- ✎ Create scholastic and athletic opportunities for our athletes

When you support and advertise with the Saints your investment is going directly to the development and advancement of our student athletes.



YOUR OPPORTUNITY

Becoming a corporate partner of the Saints means something. It means you care about your community and you care about supporting young athletes trying to fulfill their childhood dreams. Your partnership helps foster an environment that gives players and coaches the best possible resources to be successful in the classroom and on the ice.

This is your opportunity to be part of our team and our community. If you have an event you are passionate about, we want to be there. If you need help gaining exposure for your business, we want to help.

The Saints bring between 25,000 to 35,000 fans through the doors of the Grant Fuhr Arena each year, with approximately 300,000 visits annually.

Our in arena advertising stays up 24/7 so your advertisements are seen by minor hockey, ringette, figure skating, and other special events. All these events account for thousands of more eyes on your brand!

Our social media presence is immense:

- 🏒 Twitter - 7,100 followers (Approx 1,000,000 impressions per month)
- 🏒 Facebook - 40,000 people reached per month
- 🏒 Instagram - 4,700 followers (Approx 100,000 impressions per month)
- 🏒 Youtube - 3,000 views per month
- 🏒 Digital Media Impressions - 15 million+ per season



COMMUNITY INVOLVEMENT

The Saints are proud members of the community and are involved with several great causes and initiatives. Throughout the season our team is actively engaged in events such as school visits and taking part in reading programs. We also assist in collecting food for the local food bank and spending time with our Black Dirt Company Junior Saints Kids Club. In the past five seasons, the Saints have raised over \$70,000 for local groups and charities.

- 🏒 Saints Annual Hockey School
- 🏒 Junior Saints Kids Club
- 🏒 Saints School Program
- 🏒 School Visits
- 🏒 Reading Programs
- 🏒 Food Drives
- 🏒 Charity Events



PARTNERSHIP OPPORTUNITIES

RINK BOARDS

Rink boards are always on advertising. They stay up 24/7, are close to all the action, and puts your business in the eyes of thousands of patrons at the Grant Fuhr Arena each year. Not to mention, the opportunity to be featured in local, national, digital, video, and print media.



ON ICE LOGOS

Ice logos are the premium form of advertising. Set your business above the rest by having your brand visible to everyone in the arena, right where all the action happens.



IN ARENA SIGNAGE

Get noticed with ultimate forms of brand recognition. Choose from wall boards, glass dashers, score clock ads and many more options. Pictures, videos, and eyes won't be able to miss your brand!



ZAMBONI

Everyone loves the Zamboni, so why not advertise on the coolest machine on ice!



GAME NIGHT PROMOTIONS & TEAM APPAREL

Be part of the in-game excitement of a 1st period shoot to win, a TV time out trivia game or the honorary captain program. Be spot on by having your brand on jerseys, pants and helmets. There are many other exciting opportunities to increase your exposure and get involved with the in-game entertainment.



BROADCAST, MEDIA & TAG ANNOUCEMENTS

Every Saints game is broadcast on internet radio, as well as all home games are televised on HockeyTV. With 13 million+ impressions reached across all media platforms, a full scope of advertising opportunities are available to penetrate live crowds, HockeyTV broadcast subscribers and radio listeners.

Opportunities Include:

- ✂ Title Sponsor
- ✂ Saints TV Title Sponsor
- ✂ Pregame & Post Game Show
- ✂ Intermission Shows
- ✂ Starting Lineup
- ✂ Starting Goalies/Save of the Game
- ✂ Period/Game Summary
- ✂ 3 Stars of the Game
- ✂ In Arena Intermission Video Commercials (30 seconds)
- ✂ Out of Town Scoreboard
- ✂ Replay Sponsor
- ✂ In Arena On Ice Intermission Shows
- ✂ Highlight Of the Night
- ✂ Player Profiles/Green Screens
- ✂ Hit of the Game
- ✂ Powerplay/Penalty Kill





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For more information and to discuss how you can become a partner of the
Spruce Grove Saints, please contact:



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