



LONDON NATIONALS

SPONSORSHIP OPPORTUNITIES

2026-27

OUR HOME WESTERN FAIR

Western Fair Sports Centre
865 Florence St, London, ON

200' × 100'

OLYMPIC-SIZE ICE

1,571

SEATING CAPACITY

HOME OF THE LONDON NATIONALS

TICKET PRICES

London Nationals hockey. Bring the whole family.

ADULTS

GENERAL ADMISSION

\$10

SENIORS (65+) & STUDENTS

\$8

KIDS

UP TO 14

\$5

5 & UNDER

GENERAL ADMISSION

FREE

TICKETS: [LONDONNATIONALS.COM/TICKETS](https://londonnationals.com/tickets)

UNIFORM & ACCESSORIES

Season-long brand visibility wherever the Nationals play.
Connect your business with the team, on the ice and beyond.

HELMET

Logo placement on player helmets throughout the season.

\$5,000

PER SEASON

50 Flex Passes included

JERSEY

Prominent company logo placement on London Nationals jerseys.

\$7,500

PER SEASON

75 Flex Passes included

PANTS

Company logo placement on player hockey pants.

\$2,500

PER SEASON

25 Flex Passes included

Includes exposure at home and away games,
with additional visibility through team photography,
social media and video coverage.

GAME DAY PLAYER PROFILE

\$1,000 / SEASON

Put your company alongside the players fans follow all season.
A recurring feature across digital and in-arena platforms.

- Sponsor logo on player profile graphics
- Social media and arena TV exposure at 25 home games
- Recognition alongside last season's statistics and points
- Logo on the roll-up banner (33.5" w x 84.25" h) displayed at every home game
- 10 Flex Passes included



GAME DAY LINE-UP

\$250 / SEASON

Reach fans before puck drop at every home game.

- Sponsor logo on every home Game Day Line-Up graphic
- Social media exposure on game days
- Placement on in-arena televisions
- Logo on the printed / digital Game Day Line-Up
- Recognition throughout regular-season home games
- 10 Flex Passes included

PRESENTED BY
A BRAND

PRESENTED BY
A BRAND

THE LINE-UP

LONDON NATIONALS · HOME GAME

FORWARDS

NO. / PLAYER NAME

NO. / PLAYER NAME

NO. / PLAYER NAME

DEFENCE

NO. / PLAYER NAME

NO. / PLAYER NAME

GOALTENDERS

NO. / PLAYER NAME

PRESENTED BY
A BRAND

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A BRAND

POWER PLAY & PENALTY KILL

Make your brand part of the game's pivotal moments.
Two distinct sponsorships, with recognition throughout the season.

POWER PLAY

\$1,500

PER SEASON

Business name announced over the PA when the Nationals go on the power play.

Season-long recognition at London Nationals home games.

15 Flex Passes included

PENALTY KILL

\$1,500

PER SEASON

Business name announced over the PA when the Nationals begin a penalty kill.

Season-long recognition at London Nationals home games.

15 Flex Passes included

3 STARS OF THE GAME

\$2,000 / SEASON

Associate your brand with the top performers from every game.
A recognizable post-game feature across home and away content.



- Sponsor logo on every 3 Stars of the Game graphic
- Social media, website and in-arena television exposure
- Brand placement alongside the game's top-performing players
- Coverage of 25 home and 25 away games
- 20 Flex Passes included

HOCKEY CARDS

\$1,500 / SEASON

Put your brand directly into the hands of Nationals fans.
A collectible keepsake with visibility beyond game day.

- Sponsor logo on the front and back of official cards
- Brand exposure throughout the hockey card series
- Association with players, fans and collectors
- Distribution opportunities during the season and at team events
- Premium full-gloss card finish
- 15 Flex Passes included



GAME DAY SOCIAL PROMOTION

\$2,500

Show your appreciation for employees with a Nationals game-day experience.

- Access to the entire facility.
- Dressing Room Tour during warm-up
- 15 Announcements during game
- Nationals Website, Social Media & NatsTV Promotion for game
- Game-day sponsor recognition with a roll-up banner.
- 200 Flex Passes included (Value of \$2000)

APPRECIATION FOR YOUR EMPLOYEES



FLEX PASS TICKETS

\$2,250

Put your business into the hands of Nationals fans.

- Your logo and business on the back of every printed game pass.
- 25 Flex Passes included

SOLD

PRINTED TICKETS. REPEATED BRAND VISIBILITY.



GAME DAY TICKETS

\$3,000 / SEASON

Put your business into the hands of Nationals fans.

- Your logo and business on the back of every printed ticket.
- 30 Flex Passes included

SOLD

PRINTED TICKETS. REPEATED BRAND VISIBILITY.

POCKET SCHEDULES

\$2,250 / SEASON

A print run of more than 10,000, with wide community distribution, puts your brand in fans' pockets.

- Inside-panel advertisement in the 2027-28 pocket schedule.
- 15 Flex Passes included

COMMUNITY REACH THROUGHOUT THE SEASON



PUCK SPONSORSHIPS

Put your logo on a lasting piece of the game.

\$2,500

GAME/SOUVENIR PUCKS

- Sponsor branding on 200 game pucks.
- 25 Flex Passes included

GAME-DAY CONNECTIONS THAT FANS TAKE HOME

PLAYER NAME BARS

\$500-\$900 PACKAGES

Season-long sponsorship in one of the most visible positions on a Nationals jersey.

- Captain: \$700 home & away. Includes 10 Flex Passes.
- Assistant captains: \$600 home & away. Includes 8 Flex Passes.
- Goalies: \$500 home & away. Includes 6 Flex Passes.
- All other players: \$500 home & away. Includes 6 Flex Passes.

SUPPORT A PLAYER. SHOW YOUR BRAND.

PUBLIC ADDRESS ANNOUNCEMENTS

\$725 / SEASON

Bring your company's message to the arena.

- 50 Flex Passes included (Valued at \$500)
- Nine (9) announcements per game for the entire season (25 Games + Playoffs).
- Website acknowledgement.

LET NATIONALS FANS HEAR YOUR NAME

3 PUCK HOCKEY CHAMPIONSHIP

\$3,000 / SEASON

London Nationals 3 Puck Hockey Championship High School
8 mini-games.

- Company Logo on front of jerseys on all 4 teams
- Website, Social Media & NatsTV Advertising
- 2 Announcements prior to 3 Puck Mini Games
- Announcements during 3 Puck Mini Games
- 200 Flex Passes included

SUPPORT THE NEXT GENERATION OF HOCKEY

3 PUCK HOCKEY TROPHY

\$500 FOR 3 SEASONS

- Present the trophy to the winning team.
- Team photo with players and coaches, the 3 Puck sponsor, Lou the Mascot and you.
- Acknowledgement on social media, the website and the monthly event calendar.
- 20 Flex Passes for one season

CELEBRATE THEIR WINNING MOMENT

BANQUET TROPHIES

\$500 FOR 3 SEASONS

- Name on Trophy of choosing:
 - President's Volunteer Service Award **(SOLD)**
 - Classiest Player Award **(SOLD)**
 - Most Outstanding Graduate Award
 - Fan Favourite Award
 - Most Regular Season Points Award
 - Most Outstanding Defenceman Award
 - Playoff MVP Award
 - Most Developed Player Award
 - John Kasubeck Leadership Award
 - Most Outstanding Regular Season Player Award
 - Most Outstanding Two-Way Forward Award
 - Award of Excellence
 - Rookie of the Year Award
- Present Award to winning player
- Photo of Presenter with Player and Award
- Acknowledgement on social media & Nationals website
- 2 Tickets to Banquet (For the 3 Seasons of Sponsorship)
- 20 Flex Passes for one season

CELEBRATE THEIR WINNING MOMENT

MASCOT SPONSORSHIP

\$10,000

Three years of logo exposure on the Nationals mascot - Trax.

- Major mascot sponsorship at Nationals home games, team functions and scheduled community activities.
- Logo placement on the shoulders and back of hat.
- 100 Flex Passes included (Valued at \$1000)



FIGHT CANCER NIGHT

\$5,000

Online jersey auction, with proceeds to the charity of your choice.

- 50 Flex Passes included (Valued at \$500)
- Logo on a roll-up banner.
- Logo on the monthly event calendar.
- Ten radio announcements in the week before the game, identifying your company as sponsor.

2026-27 EVENT DATE TO BE ANNOUNCED

LOU'S BIRTHDAY

\$1,500

Celebrate with Lou and mascot friends from Southern Ontario at a community birthday event.

- Birthday cake featuring your logo for more than 100 fans.
- Interactive fan zone with mascot meet-and-greets, photos and games.
- Two branded banner stands at the entrance and fan zone.
(Keep after game)
- Social media and website acknowledgement before and on the event day.
- 50 Flex Passes included (Valued at \$500)

2026-27 EVENT DATE TO BE ANNOUNCED

SPONSOR A PD DAY FOR KIDS

\$750

Help create a fun, engaging day with hockey activities and time with Nationals players and staff.

- Title sponsorship of the PD Day program.
- One and half hours on-ice skating with professional instructor for 30 kids
- Company name or logo in PD Day promotions: website, social media and NatsTVs.
- Recognition during the event and through Nationals channels.
- Opportunity to engage directly with local families and children.
- 60 Flex Passes included (Valued at \$600)

CONNECT WITH FAMILIES WHEN SCHOOL IS OUT

PROVIDE THE ATMOSPHERE

\$600 / GAME

- Music before the game and between periods.
- Live musical entertainment for fans.
- Entertainers acknowledge the sponsor during their set.
- 20 Flex Passes

SET THE SOUNDTRACK FOR NATIONALS HOCKEY



ZAMBONI SPONSORSHIPS

\$7,500

- London Major Appliance Arena – Nationals rink: \$7,500 **(PENDING)**
- 75 Flex Passes included. (Valued at \$750)

HIGH-VISIBILITY ARENA BRANDING

ARENA WALL SIGNS

\$3,000 / YEAR

London Major Appliance Arena backlit sign. Three-year package: \$9,000 total, including 90 Flex Passes.
(Valued at \$900)

- London Major Appliance Arena: 35 Flex Passes for one year; 90 for the three-year package.

YEAR-ROUND ARENA PRESENCE

BOARD SIGNAGE

\$1,500 / YEAR

London Major Appliance Arena wall sign. Three-year package:
\$4,500 total (+HST), including 45 Flex Passes.
(Valued at \$900)

- London Major Appliance Arena: 15 Flex Passes for one year; 45 for the three-year package.

CHOOSE YOUR LOCATION IN THE FEATURE ARENA

ENTRANCE BRANDING

\$1,500 / YEAR

Reach fans as they arrive for Nationals hockey.

- Main entrance doors: \$1,500 per season for two banners at the rink's main entrances; Keep Banners after season.
- 15 Flex Passes included

WELCOME FANS WITH YOUR BRAND



SALES AGREEMENT

This Agreement (the Agreement) is made effective:
Effective date:

BETWEEN SELLER:

AND CLIENT:

Address:

Address:

Hereinafter referred to as the “SELLER” and “CLIENT.” Collectively, the SELLER and CLIENT shall be referred to as the “PARTIES.”

GOODS, SERVICES AND PRICING

The “Seller” agrees to sell, provide agreed description and the “Client” agrees to purchase the agreed description described below (Goods, Services) as described at or for the agreed price.

DETAILED DESCRIPTION	UNITS	PRICE

PAYMENT TERMS

Total purchase price: _____. An invoice will be provided by the “Seller” as agreed in the description. Payment by the “Client” is due as described.

Seller signature: _____
Date: _____

Client signature: _____
Date: _____