

# WEEKEND HOCKEY MEDIA KIT

There are over  
**1.5 million**  
recreational hockey  
players in the world.

Reach this **captive  
audience** by  
promoting your  
product, service or  
message on-line at  
**[weekendhockey.com](http://weekendhockey.com)**.

## about us

At Weekend Hockey, our goal is to offer exciting Adult and Youth Hockey Tournaments and Vacation packages for men, women, co-ed, boys and girls of all ages and skill levels. We pride ourselves on providing the ultimate tournament experience - camaraderie and competition combined with fine hotels, great arenas and extra-curricular activities. Men, women and co-ed teams from all over North America as well as Europe participate in our Weekend Hockey tournaments, with upward of 50 teams competing in certain tournaments.

With over 18 years of experience organizing successful hockey tournaments, our unique ability to combine our tournaments with "weekend away" packages is what truly sets us apart. Participants have the opportunity to experience state of the art arenas and enjoy what the over 15 different popular Canadian and US tournament destinations have to offer during their weekend getaways.

## audience

Hockey fans come in all shapes and sizes! From hockey families participating in our youth tournaments with their children to both male and female young adults, business executives and the over 50 crowd participating in our adult recreational tournaments, Weekend Hockey's audience is far reaching. Players from Canada, United States and Europe participate in our tournaments year over year.



# weekendhockey.com

Our **interactive website** provides the ultimate experience for those who visit our site. Offering **live tournament results**, a **photo gallery of participating teams**, **on-line videos**, an abundance of **information and useful links** pertaining to our destination cities as well as the ability to register and pay tournament fees on-line, there is no question that Weekend Hockey Tournaments is quickly becoming the **"go-to" site** for those wishing to participate in recreational hockey tournaments.

## our community and online activity continues to grow

With over **14,000 registered members**, our weekendhockey.com website gives your company maximum exposure to a **diverse demographic** - a wide variety of individuals, perhaps whose sole similarity is their love of hockey. The site itself attracts more than **50,000 unique visitors**, over **1.5 million page views** and over **3.5 million hits** per year and continues to grow.

**drive awareness**  
**target the right customers**  
**call them to action**

Whether you are a local business within one of our tournament cities or a large international corporation, advertising on weekendhockey.com provides you an opportunity to **generate more business and increase sales**.

## getting started

### 1. Select Your Program

Advertising banners appear on the side bar of the weekendhockey.com website. The following options are available:

#### Run of Site Banners

Your ad, with your requested link, reaches our diverse audience as it circulates through the entire weekendhockey.com website.

#### Section Targeted Banners

Your ad, with your requested link, runs in targeted areas of the website. This unique advertising opportunity offers you the ability to reach a broad travel audience visiting the tournament destination city

### 2. Select Your Size

The following options are available:

**Standard Banner** - 210 x 210

**Double Banner** - 210 x 420

210 pixels  
x  
210 pixels

210 pixels  
x  
420 pixels







# our bag tag program

With **12 kids' tournaments** throughout the year, gain **huge exposure** with Weekend Hockey's bag tag advertising program! Your logo and information will appear on the tags and as an exclusive advertiser, you will reach upward of 7600 families!  
**Ask us for details!**

## brochure advertising & email blasts

- Our Weekend Hockey brochures are distributed to our **registered members** and positioned in all **major arenas** as well as at our **tournaments**. Logo, Business card, half and full panel ad spots are available.
- Reach out to our growing membership and deliver your target message in our monthly email newsletter



## sponsorship opportunities

### Tournament Sponsor

- Official naming rights to be featured on all online and print media relating to the selected tournament

### Division Sponsor

- Featured logo position and special mention on Weekend Hockey website and Facebook page
- Company logo on online & printed schedule of events
- Company logo on sponsor banner

## material deadlines and delivery

Website and email blast bookings can be made at any time and ads will be posted upon approval and receipt of payment. Banner advertising is billed on a monthly basis and is automatically renewed unless otherwise specified. Should you wish to have your ad removed, we require 30 days written notice. For print advertising and sponsorship opportunities, please contact us at [info@weekendhockey.com](mailto:info@weekendhockey.com) for more information.

## need help?

Need some help in terms of **developing the perfect banner ad**? Our graphic design team would be happy to assist you in developing your creative. We will supply you with a design estimate and work with you to ensure that your advertisement meets all of your requirements. Contact us at [creative@weekendhockey.com](mailto:creative@weekendhockey.com) - we are here to help!

## advertising rates

Advertising rates are available online at [www.weekendhockey.com](http://www.weekendhockey.com).

**First time advertiser?** Contact [info@weekendhockey.com](mailto:info@weekendhockey.com) today for your special introductory rate!





## terms and conditions

1. Advertiser acknowledges that it is generally familiar with the nature of the Internet and proposed uses thereof.
2. In consideration of the placement of advertisements on the weekendhockey.com web site the advertiser agrees to indemnify and save weekendhockey.com, its officers, directors, agents and employees harmless from and against any and all claims, suits, losses and/or expenses arising out of any aspects of the content and/or the appearance of such advertisement(s) on www.weekendhockey.com, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the right of privacy act.
3. It is agreed that the advertiser is liable for payment of invoices for advertising made available on www.weekendhockey.com. Any reference to Weekend Hockey in advertisements, promotional material or merchandising by the advertiser is subject to prior written approval by Weekend Hockey for each use.
4. weekendhockey.com shall not be subject to any liability whatsoever for any failure to provide reference or access to all or any part of the advertising due to systems failures or other technological failures of Weekend Hockey or the Internet or other circumstances beyond Weekend Hockey's control. Weekend Hockey is not responsible for banner ad links that are not active.
5. Unless otherwise agreed by Weekend Hockey and advertiser, Weekend Hockey shall have the right to insert the advertising in various areas of the Weekend Hockey web site at its discretion.
6. Weekend Hockey is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency. In the event of such errors or omissions in an ad, the advertiser will not be entitled to a refund.
7. All advertisements are subject to the approval of Weekend Hockey. Weekend Hockey reserves the right to refuse any advertising content which does not meet our standards of acceptance.
8. Weekend Hockey has the right, in its sole discretion, to book any advertiser, even if another advertiser would be deemed to be a competitor.
9. Advertiser cannot resell ads or allow other parties to use the ad space without Weekend Hockey's permission.
10. Advertiser warrants that their advertisements will not violate any applicable law, regulation or third party right, rights of privacy, or advertising laws, and that the advertiser will at all times comply with generally applicable advertising standards and practices and the standards and practices of Weekend Hockey, including Weekend Hockey's Privacy Policy and Terms of Service.
11. Advertiser represents it has a reasonable basis for any claims made in its ad.
12. In no event will the advertiser state or imply that its ad or services are endorsed by Weekend Hockey.
13. Full payment must be received prior to ad placement.
14. Prepayment in full must accompany the signed weekend hockey Banner Advertising Contractual Order Form to reserve and guarantee space.  
Payment will be collected on day of the initial release of the advertiser's Banner Ad and will be nonrefundable unless contract is cancelled.
15. Minimum contract term is three months.
16. Advertiser agrees to all of the above General Terms and Conditions



99 Bronte Road, Suite #148, Oakville, ON L6L 3B7  
1.877.702.5701  
info@weekendhockey.com