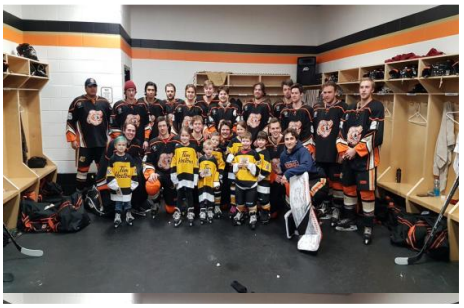
COALDALE COPPERHEADS

2026-2027 Season

ADVERTISING LEVEL PACKAGES

It all happens at the SNAKE PIT Arena

20th ANNIVERSARY with the Heritage Junior Hockey



Coaldale Copperheads Junior Hockey Team

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-INTRODUCTION-

The Coaldale Copperheads are a non-profit Junior B team founded in 2007. The Copperheads rely heavily on the financial support of sponsors and the local community of Coaldale in order to operate. Our goal is to offer young men opportunity to play competitive skilled hockey, in coordination with, working or attending post-secondary studies. We pride ourselves in being recognized as one of the most respected and professionally run organizations, in the league. The community of Coaldale has embraced its junior team and the league speaks highly of our milestones. Our fans are, without a doubt, some of the most passionate that you will see in the Heritage Junior Hockey League.

We hope to acquire and develop strong partnerships with the community and sponsors to help keep our team viable for years to come. Your sponsorship will help provide the necessary funding in order for us to be successful. Sponsorship can be in the form of a monetary donation or trade of goods/services.

Through a long-standing agreement with the Town of Coaldale, the Copperheads have acquired advertising rights to inside the arena (excluding the lobby area). You wouldn't want to pass up this opportunity! Great exposure for your business while supporting local hockey in the community. Thank you kindly for the consideration

-TEAM RECORD HISTORY-

Year	Wins	Loss	Tie	OT Pt	Total Pts	Summary
2007-2008	15	17	3	1	34	Lost in Division Semifinals 1-3 vs. Okotoks Bisons
2008-2009	19	15	2	0	40	Lost in Division Semifinals 0-2 vs. Med. Hat Cubs
2009-2010	19	14	1	2	41	Lost in Division Semifinals 1-3 vs. Med Hat Cubs
2010-2011	21	11	3	1	46	Lost in Division Finals 1-4 vs.Okotoks Bisons
2011-2012	18	17	0	3	39	Lost in Division Semifinals vs. Okotoks Bisons
2012-2013	24	11	2	1	51	Lost in Division Semifinals 1-4 vs. Med Hat Cubs
2013-2014	17	17	0	2	36	Lost in Division Semifinals 1-4 vs. Med Hat Cubs
2014-2015	31	6	1	0	62	Win South Division Semifinals vs. Strathmore Wheatland Kings 4-3 ;Won Division Final for 1st time in history 4-0 vs. Okotoks; and again for the 1st time won League Division Final 3-0 vs. Blackfalds Wranglers. Attend Provincials in Stoney Plain.
2015-2016	26	10	0	2	54	Lost in South Division Final (game 5 / double overtime) against Cochrane Generals.
2016-2017	24	12	0	2	50	Finished 3rd overall south in league Playoffs- 1st round- beat Med Hat 2/3 games 2nd round- down 3-0 against Okotoks came back with a REVERSE SWEEP winning four straight to take the series 3rd- South Final- lost in game six against Cochrane Generals
2017-18	24	10	0	2	50	Finished first over all in regular season of the south. Get Bye first round. Second round win High River 3-2. Beat Okotoks 4-1 to win the south division league title. Lost to Red Deer 3-1 in league final. Attend Provincials in Ft. St John BC
2018-19	29	7	0	2	60	Finished first over all in regular season of the south. Get Bye first round. Second round win Med Hat 4-3. Beat Cochrane 4-1 to win south division league title for season season in a row. Lost to Airdrie 3-0 in best of five final. Attend Provincials in Wetaskiwin.
2019-2020	24	13	0	1	49	Lost in final game in 1st round playoffs vs High River
2020-2021	-	-	-	-	-	COVID Pandemic- Season Cancelled
2021-2022	22	11	0	3	47	Finished third of the south- Won Kainai 3-0 first round; Lost to Med Hat 4-0 south semi finals
2022-2023	13	20	0	5	531	Finished fifth in the south. Lost in GM3 of first series in OT to Strathmore
2023-2024	24	12	0	2	50	Finished third of the south. Lost in second round playoffs, one game in OT; one game in 2 OT
2024-2025	12	21	0	5	31	Finished 5th south; lost 1st round playoffs to Cochrane
2025-2026	19	15	0	2	40	Finished 5th south; lost first round playoffs to Okotoks

FOR MORE INFORMATION, FOLLOW US ON:

facebook

Instagram

twitter

News, updates and contest will be shared on a regular basis

2026-2027 Copperheads

ADVERTISING LEVELS

- **All sponsorships are valid on a one-year term. Location placement is on a first come/first serve basis "grandfathered system"**

- **All previous year sponsors will have first right of renewal/refusal on locations**

  - **" INDIVIDUAL FIXED SIGN"- these describe advertising levels in which 30% of the sponsorship is contributed, on a yearly basic, to the " Town of Coaldale Arena Improvement Fund Account"**

- **"PROMO DEAL" - applies to Board, Wall and Ice Surface sponsorships with a renewal following the initial one-year term. (20% discount and will stay that price for years following)**

  Ex. First year Wall sponsor cost is $2000; Consecutive years of renewals $1600. The 30% contribution is still applied to the "Town of Coaldale Arena Improvement Fund Account."

  IMPORTANT NOTES:

  - **prior to ordering any signage artwork, please contact Copperheads executive for product sizing and material suggestions**
  - **during the months of April to August, the arena is home to a number of special event bookings. During these events as advertisement maybe obstructed for the temporary duration of the event.**

- **Announcements during all home game**
- **Listed on the Copperheads website sponsorship page**
- **Printed on all home games handouts**
- **Posted on the arena lobby bulletin**
- **Receive regular season home game tickets (not dated)**

ALL LEVEL of SPONSORSHIPS will receive the following plus the extras in each package below:

ADVERTISING LEVELS

OPEN SPONSOR $300

- Receive 18 regular season home games tickets (not dated) valued at $126.00

HOME SPONSOR $500

- Receive 36 regular season home games tickets (not dated) valued at $252.00
- One regular season home game will be feature all your advertising needs.
- Prior to the event, the sponsors name will be printed on numerous game day posters that are visible throughout the community

BLEACHER SIGN SPONSOR

$1000

"Individual Fixed Sign=30% to the Arena Fund"

- Receive 72 regular season home games tickets (not dated) valued at $504.00
- Sponsors name will be printed on large sign above the spectator bleachers area inside the arena.
- -Dimensions 32" wide x 47" tall-
- Cost of Artwork to create sign is the responsibility of the sponsor.

50/50 SPONSOR $1000

- Receive 72 regular season home games tickets (not dated) valued at $504.00
- Sponsors name will be printed on large sign besides sales table + small advertisement on prime location of the rink glass
- Cost of Artwork is the responsibility of the sponsor
- Sponsor coupon can be added onto the ticket stubs for extra advertising

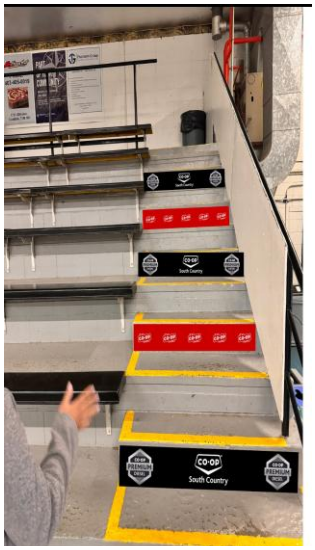
EQUIPMENT + SCHOLARSHIP SPONSOR $1000

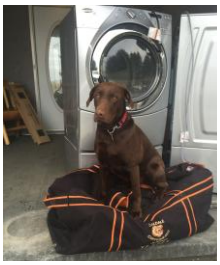
- Receive 72 regular season home games tickets (not dated) valued at $504.00
- Sponsorship covers costs like team gloves, helmets, hockey bags and bursary for staff post secondary scholarships
- Cost of Artwork is the responsibility of the sponsor.
- Name will be displayed on signage in the arena

BLEACHER STAIRS SPONSOR (1 section)

$1000

- Name will be displayed on every other stair in section
- Cost of Artwork is the responsibility of the sponsor.
- Receive 72 regular season home games tickets (not dated) valued at $504.00





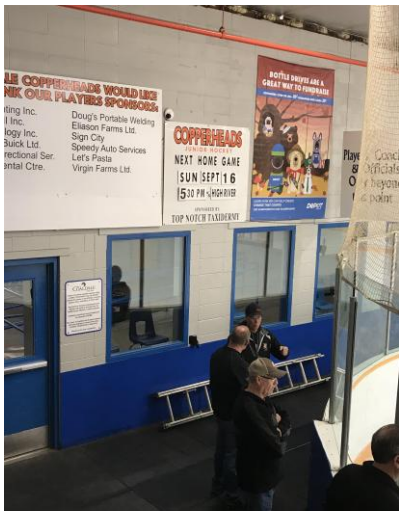
ZAMBONI SPONSOR

$1200

"Individual Fixed Sign=30% to the Arena Fund"

- Receive 72 regular season home games tickets (not dated) valued at $504.00
- Sponsors name will be printed on one side of the zamboni
- Cost of Artwork is the responsibility of the sponsor.

-PRIME SPOTS Currently Spoken for-



BUSINESS PLAYER SPONSOR

$2000

- Receive 72 regular season home games tickets (not dated) valued at $504.00
- Sponsors name will be printed on the 4x8 ft signage inside the arena
- Cost of Artwork is the Copperheads

WALL SPONSOR

$2000

"Individual Fixed Sign=30% to the Arena Fund"

*** PROMO DEAL APPLIES***

- **Receive 72 regular season home games tickets (not dated) valued at $504.00**
- **Sponsors name will individually displayed on a specific wall inside of the arena. Dimensions- 4 x 8 sheet**
- **Cost of Artwork is the sponsors responsibility**

SURROUNDING BOARD SPONSOR

$2000

"Individual Fixed Sign=30% to the Arena Fund"

*** PROMO DEAL APPLIES***

- **Receive 72 regular season home games tickets (not dated) valued at $504.00**
- **Sponsors name will individually displayed on a specific wall inside of the arena. Dimensions- 4 x 8 board**
- **Cost of Artwork is the sponsors responsibility. Cost of the Lexan to cover sign is the responsibility of the Copperheads**
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IN ICE LOGO- SPONSOR

$3000

"Individual Fixed Sign=30% to the Arena Fund"

* PROMO DEAL APPLIES*

- Receive 72 regular season home games tickets (not dated) valued at $504.00
- Sponsors name can be displayed in one of four designated spots in the ice (16 sq. ft dimensions)
- Cost of Artwork is the responsibility of the Copperheads
- Deadline to order and have ready to install is mid-August of each season

NEW SCORECLOCK purchased in 2019. Funded by the Copperheads & Town of Coaldale

PRIME SPOT ⇦ Currently spoken for

Dimension size- 10 x 5 ft

SCORECLOCK SPONSOR + extend same size to Wall Spots

$5000

"Individual Fixed Sign=30% to the Arena Fund"

* PROMO DEAL APPLIES*

- Receive 100 regular season home games tickets (not dated) valued at $700.00
- What is the most looked at spot inside the arena? The SCORECLOCK... Sponsor sign would be directly to the right of the clock
- Dimension: sized 10 ft x 5 ft the BIGGEST SIGNAGE you will find in the Snake Pit
- Cost of the sign artwork is the responsibility of the sponsor

Thank -you for taking the time to view our advertising options. If you have any further questions or enquiries, feel free to contact us at any time! GO COPPERHEADS GO!!!