



**POWERADE.  
CENTRE**

**AND**



**PARTNERSHIP PROPOSAL: DAIRY FARMERS OF ONTARIO**

THE BRAMPTON BEAST IS A CANADIAN PROFESSIONAL ICE HOCKEY TEAM IN THE ECHL, WHO BEGAN PLAY IN THE 2013-2014 SEASON. BASED IN BRAMPTON, ONTARIO, THE BEAST PLAYS ITS HOME GAMES AT THE POWERADE CENTRE.

THE BEAST ARE THE ONLY CANADIAN BASED TEAM IN THE ECHL.



OWNER: GREGG ROSEN  
GENERAL MANAGER: CARY KAPLAN

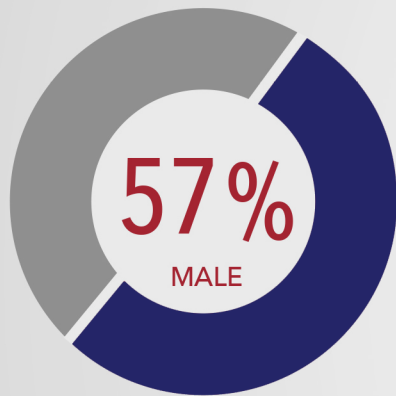
# ABOUT US



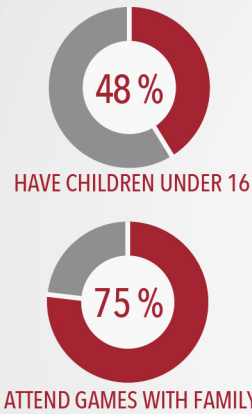
✉ [INFO@BRAMPTONBEAST.COM](mailto:INFO@BRAMPTONBEAST.COM)

☎ 905 564 1684

THE BRAMPTON BEAST HAVE A DEVOUT FOLLOWING OF FANS, THE MAJORITY CONSISTING OF MIDDLE TO UPPER AND MIDDLE CLASS FAMILIES THE POWERADE CENTRE IS ONE OF THE BUSIEST COMMUNITY SPORTS FACILITIES IN CANADA HOSTING HOCKEY, FIGURE SKATING, BASEBALL, SOFTBALL, RUGBY, PAINTBALL, AND BALL HOCKEY AS WELL AS CONCRTS AND TRADE SHOWS.



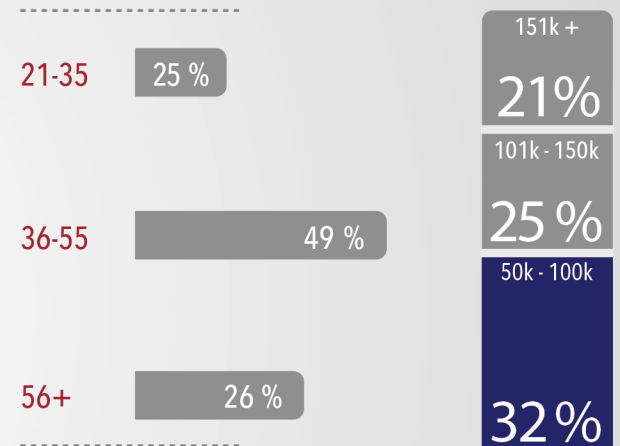
MALE/FEMALE RATIO



FAMILY ATTENDANCE



PROJECTED TOTAL ATTENDANCE



AGE GROUP

AVG INCOME

TOTAL YEARLY POWERADE CENTRE TRAFFIC

**1.2 MILLION**

# DEMOGRAPHICS



Recharge with Milk will hold the naming rights for the Recharge with Milk Community Rink, which is used for mens league hockey, youth hockey, tournaments, leagues and other sporting events. The Brand impressions are endless, from the signage on the rink, to the mentions on the dressing room boards, to the countless schedules sent out by league and tournament organizers.

Centre Ice logo: The Recharge with Milk logo will be painted in the centre-ice circle of the Recharge with Milk Rink

Recharge with Milk Scoreboard sign: Backlit measuring fourteen feet wide by five feet tall placed underneath the scoreboard.

Two Rinkboards in a primary location along the boards of the Recharge with Milk Rink.



# RECHARGE WITH MILK RINK TITLE SPONSORSHIP



Recharge with Milk will be the sponsor of the Minor Hockey Suite during each Brampton Beast home game. Every game 20 Minor Hockey players who participate in one of our In Game experiences will get to experience the Recharge with Milk Minor Hockey Suite. Each player in this suite will receive a complimentary Chocolate Milk. Recharge with Milk will also receive the associated backlit advertisement, which is visible during all Powerade Centre events.



# RECHARGE WITH MILK LUXURY SUITE



✉ [INFO@BRAMPTONBEAST.COM](mailto:INFO@BRAMPTONBEAST.COM)

☎ 905 564 1684



A prime opportunity for branding and advertising is the player benches in the spectator bowl. During a Beast game, fans eyes gravitate to the bench numerous times throughout the game. The glass directly behind the player benches will be wrapped with Recharge with Milk logos and decals.



# PLAYER BENCH GLASS WRAP



Recharge with Milk will have prime branding above the Recharge with Milk Suite. Backlit will be visible to all fans and businesses in attendance. The Recharge with Milk logo and information will be present for all events and games taking place in the Powerade Centre Spectator bowl.



# SPECTATOR BOWL BACKLIT ADVERTISEMENT



✉ [INFO@BRAMPTONBEAST.COM](mailto:INFO@BRAMPTONBEAST.COM)

☎ 905 564 1684

Recharge with Milk will have prime branding on the concourse of the Spectator bowl. Recharge with Milk Backlit Advertisement will be visible to all fans walking on the concourse. The Recharge with Milk logo and information will be present for all events and games taking place in the Powerade Centre Spectator bowl.



# SPECTATOR BOWL CONCOURSE BACKLIT ADVERTISEMENT





The brand new Powerade Centre Spectator Rink Videoboard was the single largest capital investment made to the facility in years, and the effect on the in-game experience was remarkable. Recharge with Milk will receive a minimum of one 20 second commercial spot each game.



# VIDEOBOARD ADVERTISEMENT



✉ [INFO@BRAMPTONBEAST.COM](mailto:INFO@BRAMPTONBEAST.COM)

☎ 905 564 1684

The most effective form of sporting event advertising is arguably the rinkboard advertisements, and Recharge with Milk's two large 10-foot advertisements will be positioned perfectly to maximize the effect. Not only is the Recharge with Milk logo front-and-centre for the estimated 100,000 fans who will watch the action, but the logos will appear in countless photos of game action in the local media and on social media, and the video highlights that also will appear in newscasts and various social media feeds.



# SPECTATOR RINKBOARD ADVERTISEMENTS



✉ [INFO@BRAMPTONBEAST.COM](mailto:INFO@BRAMPTONBEAST.COM)

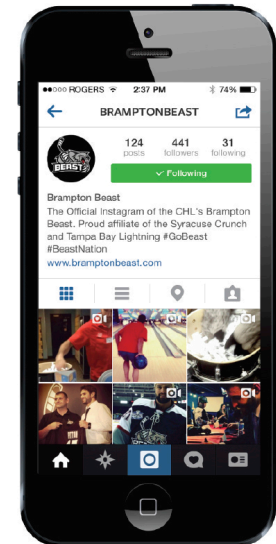
☎ 905 564 1684

## TWITTER

8,024 TWEETS  
3,175 FOLLOWERS  
285 FOLLOWING



INSTAGRAM  
756 FOLLOWERS  
163 POST



In many ways social media has become the focal point on much of the Brampton Beast's community outreach, as we won the "Best Social Media and Marketing Franchise" in the Central Hockey League. The Brampton Beast will work with Recharge with Milk directly to develop unique, creative, and entertaining social media campaigns that surround the Recharge with Milk in-game experience. People will tweet/post pictures on Social Media showing their Milk Mustache.

# SOCIAL MEDIA ACTIVATION RECHARGE WITH MILK MUSTACHE



✉ INFO@BRAMPTONBEAST.COM

☎ 905 564 1684

The premium opportunity for any Beast partner is to sponsor a game. From the decision making stage to when the fan sees the Recharge with Milk logo on a pocket schedule or advertisement in the local media, to arriving at the game and receiving a giveaway item with the Recharge with Milk logo on it, all the way to watching Recharge with Milk representatives partake in the ceremonial puck drop, Recharge with Milk will be with each fan throughout their gameday experience. It also represents a tremendous opportunity to offer colleagues and partners of Recharge with Milk a fun night out, as Recharge with Milk will have up to 400 premium tickets to use. Any tickets that go unused will be donated to a local charity on behalf of Recharge with Milk.



# RECHARGE WITH MILK NIGHT GAME-DAY TITLE SPONSORSHIP



✉ [INFO@BRAMPTONBEAST.COM](mailto:INFO@BRAMPTONBEAST.COM)

☎ 905 564 1684



In-Ice Logos are one of the most impactful branding techniques in hockey. Recharge with Milk will have a logo or image between the hash marks ("slot") at each end of the Spectator Bowl Rink. All eyes are focused on this location throughout each Beast game during the season and the impressions on the fans are endless.



# RECHARGE WITH MILK IN-ICE LOGO



The Powerade Centre facility is never resting, as Softball takes over in the summer and draws thousands of players from the GTA to take part in League games and tournaments. Recharge with Milk will receive signage on the Softball Diamond fences providing more branding and impressions during the summer months.



# SOFTBALL DIAMOND SIGNAGE





At 10 Brampton Beast games there will be a Milk Chugging contest between two lucky fans. Winning fans will be able to choose which row in the building receives a free carton of milk.

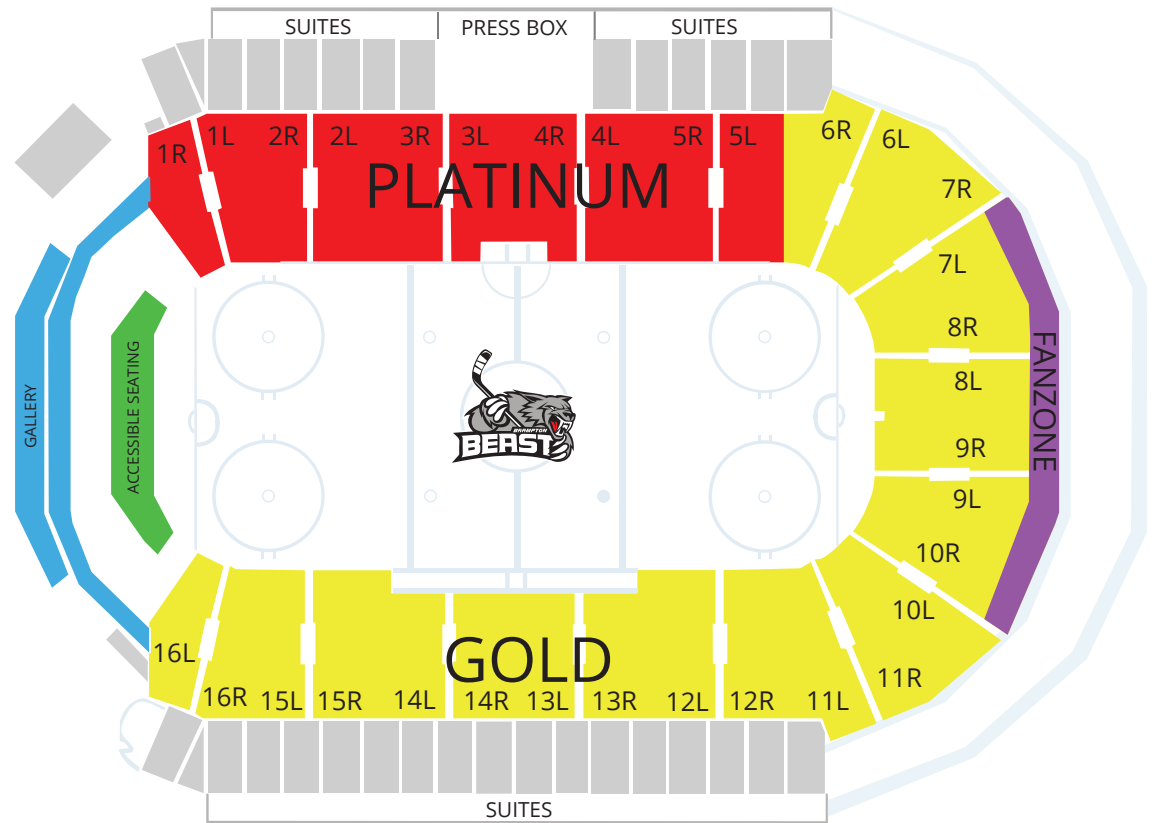
# MILK CONTEST IN GAME PROMOTION



✉ [INFO@BRAMPTONBEAST.COM](mailto:INFO@BRAMPTONBEAST.COM)

☎ 905 564 1684

Recharge with Milk will have eight Premium Season tickets to use throughout the season for staff, friends, family or donate to local groups.



# PLATINUM SEASON TICKETS





The Powerade Centre is one of the most heavily utilized hockey facilities in Canada, Hosting more than 1 million visitors each season. Recharge with Milk will receive branding on all three community rinks.



# COMMUNITY RINKBOARD ADVERTISEMENTS





# BRAMPTON BEAST

PROFESSIONAL HOCKEY CLUB



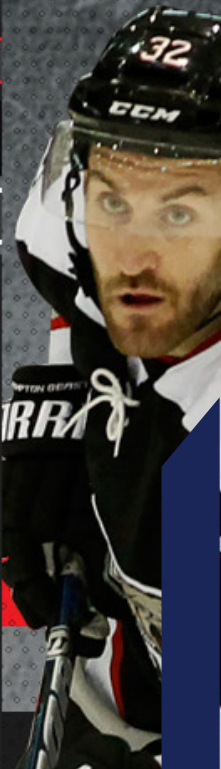
... CONNECT



TICKETS TEAM NEWS PARTNERS SCHEDULE FAN ZONE COMMUNITY SHOP

## BREAKING NEWS

BRAMPTON BEAST ANNOUNCE SCHEDULE REVISION FROM DECEMBER 4 TO DECEMBER 6



BramptonBeast.com is the hub for Beast fans! Recharge with Milk will have the opportunity to promote on the front page of BramptonBeast.com every day for 365 days a year!

# WEBSITE ADVERTISING



✉ INFO@BRAMPTONBEAST.COM

☎ 905 564 1684

Recharge with Milk will be able to have an interactive Kiosk Display at all Brampton Beast games during the 2014-2015 season. Kiosks are a great way to interact with the fans on a one-on-one level. Promotional material and items can be handed out encouraging fans to Recharge with Milk.



# RECHARGE WITH MILK KIOSK



## PACKAGE #1

\$65,795+HST

- ✓ RECHARGE WITH MILK – RINK TITLE SPONSORSHIP
- ✓ RECHARGE WITH MILK – LUXURY SUITE
- ✓ PLAYER BENCH GLASS WRAP
- ✓ SPECTATOR BOWL BACKLIT ADVERTISEMENT
- ✓ SPECTATOR BOWL CONCOURSE BACKLIT ADVERTISEMENT
- ✓ VIDEOBOARD COMMERCIAL ADVERTISEMENT
- ✓ SPECTATOR RINKBOARD ADVERTISEMENTS
- ✓ SOCIAL MEDIA ACTIVATION – RECHARGE WITH MILK MUSTACHE
- ✓ RECHARGE WITH MILK NIGHT – GAME-DAY TITLE SPONSORSHIP
- ✓ RECHARGE WITH MILK IN-ICE LOGO
- ✓ SOFTBALL DIAMOND SIGNAGE
- ✓ MILK CONTEST IN GAME PROMOTION
- ✓ PLATINUM SEASON TICKETS
- ✓ COMMUNITY RINKBOARD ADVERTISEMENTS
- ✓ WEBSITE ADVERTISING
- ✓ RECHARGE WITH MILK KIOSK

## PACKAGE #2

\$37,795+HST

- ✓ RECHARGE WITH MILK – LUXURY SUITE
- ✓ SPECTATOR BOWL BACKLIT ADVERTISEMENT
- ✓ VIDEOBOARD COMMERCIAL ADVERTISEMENT
- ✓ SPECTATOR RINKBOARD ADVERTISEMENTS
- ✓ SOCIAL MEDIA ACTIVATION – RECHARGE WITH MILK MUSTACHE
- ✓ RECHARGE WITH MILK NIGHT – GAME-DAY TITLE SPONSORSHIP
- ✓ MILK CONTEST IN GAME PROMOTION
- ✓ PLATINUM SEASON TICKETS
- ✓ COMMUNITY RINKBOARD ADVERTISEMENTS
- ✓ WEBSITE ADVERTISING
- ✓ RECHARGE WITH MILK KIOSK

## PACKAGE #3

\$22,795+HST

- ✓ SPECTATOR BOWL BACKLIT ADVERTISEMENT
- ✓ SPECTATOR BOWL CONCOURSE BACKLIT ADVERTISEMENT
- ✓ VIDEOBOARD COMMERCIAL ADVERTISEMENT
- ✓ SOCIAL MEDIA ACTIVATION – RECHARGE WITH MILK MUSTACHE
- ✓ RECHARGE WITH MILK NIGHT – GAME-DAY TITLE SPONSORSHIP
- ✓ PLATINUM SEASON TICKETS
- ✓ COMMUNITY RINKBOARD ADVERTISEMENTS
- ✓ WEBSITE ADVERTISING
- ✓ RECHARGE WITH MILK KIOSK

\* PRODUCTION COSTS NOT INCLUDED

# PACKAGES



✉ [INFO@BRAMPTONBEAST.COM](mailto:INFO@BRAMPTONBEAST.COM)

☎ 905 564 1684

## BRAMPTON BEAST CONTACT INFORMATION

To become a member of the Brampton Beast Corporate Sponsorship family, please call 905.564-1684

## MAILING ADDRESS

Brampton Beast Hockey Club  
7575 Kennedy Rd S.  
Brampton, ON L6W 4T2

## WEBSITE ADDRESS

[www.BramptonBeast.com](http://www.BramptonBeast.com)

## MAIN OFFICE PHONE NUMBER

905.564.1684

