



# *Pizzaville*

BRAMPTON BEAST HOCKEY CLUB

POWERADE CENTRE PARTNERSHIP PROPOSAL

**PIZZAVILLE AND BRAMPTON BEAST**



# ABOUT US



THE BRAMPTON BEAST IS A CANADIAN PROFESSIONAL ICE HOCKEY TEAM IN THE ECHL, WHO BEGAN PLAY IN THE 2013-14 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.

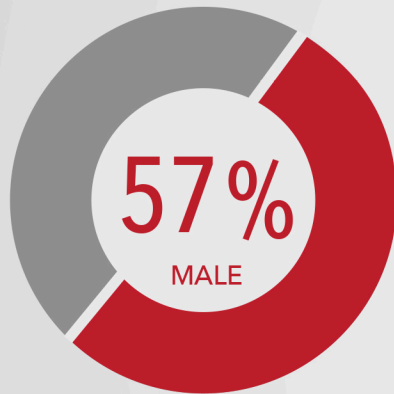


OWNER: GREGG ROSEN  
GENERAL MANAGER: CARY KAPLAN  
LEAGUE: ECHL

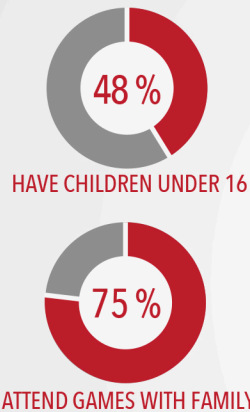
CITY: BRAMPTON, ON  
ARENA: POWERADE CENTRE SEATS OVER 5,000 ALONG  
WITH 27 LUXURY SUITES AND A VIP SERVICE

✉ [INFO@BRAMPTONBEAST.COM](mailto:INFO@BRAMPTONBEAST.COM) ☎ 905 564 1684

# DEMOGRAPHICS AND PROJECTIONS



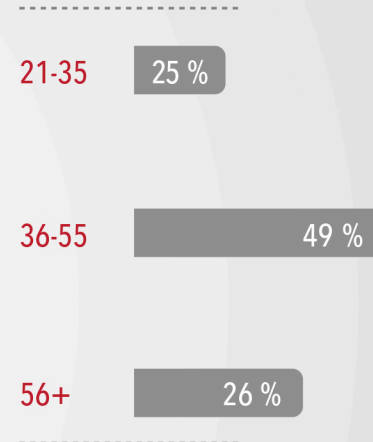
MALE/FEMALE  
RATIO



FAMILY ATTENDANCE



PROJECTED  
TOTAL  
ATTENDANCE



AGE GROUP



AVG INCOME

TOTAL YEARLY POWERADE CENTRE TRAFFIC

1.2 MILLION

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 concerts, trade shows



# EXCLUSIVITY - POWERADE CENTRE IN THE PIZZA CATEGORY



Pizzaville will be the sole supplier and advertiser in the Powerade Centre under the Pizza category. The Powerade Centre sees 1.2 Million people coming through its doors annually and the opportunity to be the exclusive pizza provider while also capitalizing on branding opportunities throughout the building will be essential in growing the Pizzaville name.



# OFFICIAL PIZZA PARTNER OF THE BRAMPTON BEAST

**Pizzaville**

The official **pizza partner** of the  
**Brampton  
Beast**



Not only will Pizzaville have exclusivity in the Powerade Centre, Pizzaville will be the Official Pizza of the Brampton Beast. Pizzaville will be the only type of pizza ordered by all staff and players. Specific signage, website advertisements and social media promotions can all include the statement. Pizzaville will be top-of-mind from the moment a fan walks in the Powerade Centre.



# PIZZAVILLE BRANDED CONCESSIONS



Beast fans and Powerade Centre patrons alike, flock to concessions during each and every Beast game as well as many other events in the Powerade Centre annually. Pizzaville has a vast opportunity to brand all (four) Powerade Centre Concession stands however they see fit. The Brampton Beast, Powerade Centre and Pizzaville will mutually agree upon all signage and branding options.



## PIZZAVILLE LUXURY SUITE



Pizzaville will get the use of a suite along with 14 tickets to each Brampton Beast home game. The Brampton Beast will work with Target directly to ensure the suite is used. Should Pizzaville not be able to use the suite for staff and clients, the suite will be donated to local charity and community groups. The Suite may also be given away in an online/social media contest securing more branding and fan engagement. Pizzaville will also receive the associated backlit advertisement, which is visible during all Powerade Centre events.



# VIDEOBOARD 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. Pizzaville will receive a minimum of one 20 second commercial spot each game.





# SPECTATOR RINKBOARD ADVERTISEMENTS



The most effective form of sporting event advertising is arguably the rinkboard advertisements, and Pizzaville's two large 10-foot advertisements will be positioned perfectly to maximize the effect. Not only is the Pizzaville 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.



INFO@BRAMPTONBEAST.COM



905 564 1684

# COMMUNITY RINKBOARD ADVERTISEMENTS



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



# WALL DECAL COMMUNITY RINK



Pizzaville will be able to create a large wall graphic for the Community Rink lobby area. For the 1.2 Million patrons who come through the Powerade Centre annually, the wall graphic will emphasize Pizzaville's presence in the Powerade Centre as the exclusive official pizza partner of the Beast.



# PIZZAVILLE – GAME-DAY TITLE SPONSORSHIP (2GAMES)



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



# PIZZAVILLE PROMOTION - BLIMP



The first ever blimp to make an appearance at the Powerade Centre will host the Pizzaville logo or graphics of Pizzaville's choosing. Each intermission the remote controlled blimp will fly over the main seating area, dropping coupons and giveaways from Pizzaville. The Pizzaville logo will be displayed on the videoboard throughout the flight, and PA scripts promoting Pizzaville will be read.



# SPECTATOR BACKLIT ADVERTISEMENT

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



# 2ND ANNUAL SCHOOL DAY TICKET DONATION



Our first ever School Day on February 23rd, 2015 was a resounding success! Our Sold Out School day packed the Powerade Centre with over 4,500 enthusiastic students from the Peel Region. Pizzaville will donate 200 tickets on our 2nd Annual School Day during the 2015-2016 Season to a local school and have the opportunity to participate in School Day assembly prior to the game.



# COMPANIES THAT CARE TICKET DONATION

Eight tickets will be donated to an organization of Pizzaville's choosing for each Brampton Beast home game. The donation will be highlighted on BramptonBeast.com and throughout social media channels



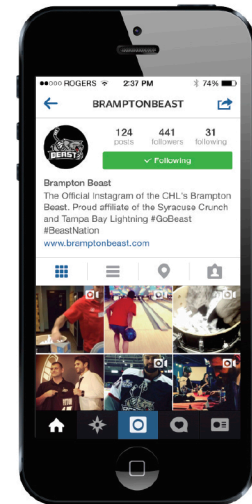


# SOCIAL MEDIA ACTIVATION

**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 Pizzaville directly to develop unique, creative, and entertaining social media campaigns that surround the Pizzaville in-game experience.



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# BRAMPTONBEAST.COM ADVERTISEMENT

The screenshot shows the Brampton Beast website homepage. At the top, there is a blue navigation bar with the ECHL Network logo, the 2015 Ford Pro Hockey East Orlando logo, and dropdown menus for Team Sites, ECHL.COM, and ECHL Partners. Below this is the main header featuring the Brampton Beast logo, the team name "BRAMPTON BEAST", and the tagline "PROFESSIONAL HOCKEY CLUB". A "CONNECT" section includes links for Radio, Facebook, Twitter, and YouTube. A main navigation menu lists: TICKETS, TEAM, NEWS, PARTNERS, SCHEDULE, FAN ZONE, COMMUNITY, and SHOP.

A "BREAKING NEWS" banner reads: "BRAMPTON BEAST ANNOUNCE SCHEDULE REVISION FROM DECEMBER 4 TO DECEMBER 6".

The main content area features a large hockey game image with the headline "CANN THE MAN AS BEAST WIN 2-0". Below the image are links for "CANN WITH SO", "GAME PREVIEW", "BEAST WIN", "GAME PREVIEW", and "TREE SPONSOR".

Advertisements include:

- A "NEW SOPPRESSATA PIZZA" from Pizzaville.
- A Real Estate ad for Ken Patterson, Sales Representative, with the text "LET ME BUY YOUR SEASON TICKETS" and a link "CLICK HERE TO FIND OUT HOW".
- A "TEDDY BEAR TOSS" event on Sunday, December 7th at 2PM.

The footer is a red bar with the following elements:

- A "Click Here to RESERVE YOUR SEATS" button with the team logo.
- A "Have a question? CHAT LIVE NOW" button.
- Contact information: "CALL: 905.564.1684" and "Email: info@bramptonbeast.com".
- A "Ticket INFORMATION" button.
- A "Leave a message" button with an envelope icon.

BramptonBeast.com is the hub for Beast fans! Pizzaville will have the opportunity to promote locations and promotions on the front page of BramptonBeast.com every day for 365 days a year!



# CURRENT POWERADE CENTRE DETAILS

## PIZZA PIZZA PRODUCT AND SPECS

### PRODUCTS PURCHASED:

- Pre cooked frozen 16" pizza shells - \$2.31 each shell
- Mozzarella Cheese 20% MF 52 % moisture - \$10.15 kilo. The Powerade Centre goes through approx. 50 kilos weekly through peak season. 11 ozs per pizza.
- Pepperoni sliced - \$8.18 kilo – 8 pcs per slice or 48 pcs per pizza
- Pizza Sauce – 2.75 ltr bag
- For concessions pizzas are sliced in to 6 pcs
- For restaurant and suites we cut in to 8 pcs
- Take out boxes
- Pizza slice holders
- We place our orders weekly and get delivery within 2 days.

### POWERADE CENTRE SALES:

- Total shells purchased - 2,000
- Pizza Pizza royalties 6% of pizza sales



# INVESTMENT

**TOTAL VALUE \$99,500**

- i. Exclusivity - Powerade Centre in the Pizza Category
- ii. Official Pizza Partner of the Brampton Beast
- iii. Pizzaville Branded Concessions
- iv. Pizzaville Luxury Suite
- v. Pizzaville Videoboard Advertisement:
- vi. Spectator Rinkboard Advertisements:
- vii. Community Rinkboard Advertisements
- viii. Wall Decal Community Rink
- ix. Pizzaville – Game-Day Title Sponsorship (2)
- x. Pizzaville Promotion – Blimp
- xi. Spectator Bowl Backlit Advertisements (3):
- xii. 2nd Annual School Day Ticket Donation
- xiii. Companies That Care Ticket Donation
- xiv. Social Media Activation:
- xv. Website Advertising

**PRICE**  
**\$49,795**  
**+TAX**



## 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

