OUR TOWN, OUR TEAM

2026-27 MARKETING GUIDE

MARKETING INVENTORY

Rinkboards: $2500

Banners: $1500
Back wall, goal line to goal line

In-Ice Logos: $1500-$3000
Prices vary based on location, size & quantity

Pillars: $750 each
Back wall and top of arena concourse

Stairs: $600 per row
Stairways leading to spectator seating

Social Media Shout: $250

Game Day Sponsor: $800 per game

40 tickets to the Storm's VIP room, in-arena announcements and intermissions, participate in ceremonial puck drop

Class Act Sponsor: $500 per game

40 tickets are provided to underpriviledges children along with pop and juice, and in-arena announcement recognition

Flo Hockey Broadcast Advertising

Put your business front-and-centre with fans viewing the Storm's popular Flo Hockey broadcasts, delivered by play-by-play commentator Mark Berry

Shout Out Advertisement: $300

30-Second Advertisement: $1250

60-Second Advertisement: $1750

GAME TIME OPPORTUNITIES $1500 EACH

With the best attendance in the VIJHL (700-1000 fans per game) and a strong Flo Hockey broadcast following, many of these opportunities reach your target audience. Each offering iincludes 24 regular season games plus the playoffs.

Starting Lineup
Player introductions in-arena and on Flo Hockey

Puck Drop
Announced in-arena and on Flo Hockey

Power Play
Announced in-arena and on Flo Hockey

Penalty Kill
Announced in-arena and on Flo Hockey

Goal of the Game
Announced in-arena and on Flo Hockey

Save of the Game
Announced in-arena and on Flo Hockey

Last Minute of Play
Announced in-arena for all three periods

Mike Rushton's Three Stars
Announced in-arena for all three periods

Crunch of the Game
The game's biggest hit announced in-arena and on Flo Hockey

Storm Pregame & Postgame Show
Minimum 16 home games, aired on social media and in-arena

Storm Hit of the Week $2000
All season long, Storm fans vote on social media to select the Hit of the Week. The top-voted hit is featured across our channels and announced at Storm home games and on Flo Hockey.

Storm Player of the Week $2000
All season long, Storm fans vote on social media to select the Player of the Week. The top-voted player's accomplishments are featured across our channels and announced at Storm home games and on Flo Hockey.

Media Time-out $2000
Each game, the Media Timeout sponsor will receive a 30-second live commericial during the three media time-outs that occur midway through each period, both in-arena and on the Storm's Flo Hockey broadcast, as well as regular sponsor mentions throughout the game.

CAMPBELL RIVER STORM

OUR TOWN, OUR TEAM, YOUR SUPPORT!

Contact Lee Stone to customize a unique marketing package that suits your needs and budget

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