



**AYR CENTENNIALS JR HOCKEY CLUB  
2024/2025  
SPONSORSHIP & ADVERTISING PACKAGE**

# ***EXECUTIVE STATEMENT***

Dear Local Business Owner:

On behalf of the Ayr Centennials Hockey Club and as an executive board member, I am pleased to be starting our sponsorship and fundraising campaign for the upcoming 2024/2025 season.

We are a not-for-profit, community owned organization operating in the town of Ayr.

In this package you will find information about our hockey club and all sponsorship and advertising options available to you.

I will follow up with you in a week to discuss further but please don't hesitate to contact our Sponsorship Committee if you have any questions about any of our packages.

Thank you for your consideration and I look forward to speaking with you about sponsoring our organization.

Jenny Charron  
Director of Sponsorship  
VP of Administration  
Ayr Centennials JR Hockey Club  
[jennycharron17@gmail.com](mailto:jennycharron17@gmail.com)

# ***HISTORY OF THE AYR CENTENNIALS***

The Ayr Centennials are a community owned, not-for-profit GOJHL hockey team. The Cens were founded in 1982 and have thrived thanks to a multitude of dedicated volunteers and the generous support of our sponsors.

The Cens had relative success through the early years, but no luck in the postseason. By the 2005-2006 season, Ayr hit bottom with just 2 wins in the entire season. With the team on the verge of folding, a group of Centennials Alumni stepped up and joined the executive team and the rebuild was officially underway. They recruited members of the community to fill various positions as directors and adopted “Winning with Integrity, Pride and Passion” as their new mantra. Their record slowly improved in each of the following seasons.

In the 2012-2013 season, the Centennials won their first ever Championship atop the Southern Ontario Jr. Hockey League. This was also the year the SOJHL was bumped to Jr. C to compete for the Schmalz Cup. Ayr lost to Essex in the first round of the Schmalz Cup playoffs.

In 2014-2015, the Cens once again made it to the Schmalz Cup playoffs, ultimately losing to Essex in the second round.

In 2015-2016, the Cens won their first ever Schmalz Cup by completing four game sweeps against Grimsby, Essex and finally Port Hope.

In 2016-2017, the Cens won their second Schmalz Cup. They are the seventh team to win back to back championships in the history of the PJHL, dating all the way back to 1938.

In 2017-2018, the Centennials finished first in the league but lost in the final for their division in game 7 against Tavistock.

In 2018-2019, the Centennials lost in the first round of the playoffs for the first time in years.

In 2020, with the support of the community the Ayr Centennials bought the Kitchener Dutchies and made the switch to the GOJHL.

We are so thankful for this opportunity and can't wait to see what the 2024/2025 hockey season brings to Ayr.

The Centennials have created a winning culture where the players play hard and have fun.

# ***ANNOUNCEMENT FROM OUR Past PRESIDENT***

Ayr Centennials Hockey Association  
PO Box 1156  
Ayr, Ontario  
N0B 1E0



Sunday, April 26th, 2020

We have some very exciting news to share with our community.

Today we received notice that the Ontario Hockey Association Board of Directors gave the Ayr Centennials the final approval to purchase and relocate the Kitchener Dutchmen to Ayr!

We are humbled and honored to have this opportunity. Bringing one of the most storied franchises in the prestigious GOJHL to our little town is very exciting and we will continue to operate as a community owned team. We would like to thank the current shareholders of the Dutchies for presenting us with this opportunity. We are very grateful and we will never forget the history of the Dutchies, as that will now become a chapter in the history book of the Ayr Centennials.

We are so grateful for the tremendous help and guidance of Commissioner Mark Tuck and the GOJHL Board of Directors as we waded through this purchase. Mark made a difficult process, in difficult times, so seamless. We are also very grateful for the support from the GOJHL Board and the Mid-West Conference Governors who unanimously approved the relocation to Ayr.

We would also like to extend our deepest thanks and gratitude to PJHL Executives for their support and assistance. They have dedicated so many hours helping find the best solution for our current players and this is very important to us. We are so very grateful to have had the opportunity to compete in the PJHL. It has been such an honour, as we well as a privilege. Winning back to back Schmalz Cups is an incredible memory etched into our history.

From Jr. D, to Jr. C, to Jr. B - none of this would be possible without the unbelievable support we receive in our hometown of Ayr. We are so proud of you, Cens fans! You are why we are doing this. This one's for you!

Sincerely,  
Jack McEachern  
President  
Ayr Centennials Hockey Association

# ***EXECUTIVE AND STAFF***

## **Board of Directors**

*Cathy Tohivsky - President*

*Jack McEachern - Past President*

*Dennis Millward - Vice President*

*Jeff Hall - 2nd Vice President*

*Brian Shantz - 3rd Vice President / Academic Advisor*

*Kathy McEachern - Secretary*

*Grant Brooker - Treasurer*

*Jenny Charron- VP of Administration /Director of Sponsorship*

## **Directors at Large**

*Tim Barrie - Director at Large*

*Scott Eby - Director at Large*

*Don Eby - Director at Large*

*Julie Eby - Director at Large*

*Dave Vincent - Director at Large*

## **Team Management and Coaching Staff**

*Tim Barrie - Governor/ Director of Hockey Operations*

*Jeff Grimwood - General Manager*

*Jake Nagle - Assistant General Manager*

*Cody Hall - Head Coach*

*Dave Clipper - Assistant Coach*

*Alex McFadden - Assistant Coach*

*Connor Hall - Assistant Coach*

*Dan Forrest - Goalie Coach*

## **Training Staff**

*Casey Mackay -Trainer*

*Aiden Drinkwater -Trainer*

*Sarah Medieros - Physiotherapist*

*Scott Tohivsky - Equipment Manager*

*Thom Pett - Equipment Manager*



Ayr Centennials 2023/2024

***Ayr Centennials 2023/2024 Team - By: Jim Balkwill***



***Sam Watson from Sams Toy Drive Ceremonial Puck Drop Photo - By: Jim Balkwill***

# ***AYR CENTENNIALS COMMUNITY INVOLVEMENT***

*The Ayr Centennials are passionate about how hockey can bring a community together. They ensure they take every opportunity that they can in order to connect with our community by attending events throughout the year.*



**The Ayr Centennials at Ayr Softball Day in Ayr**



## JR Cen Community Program

*Our Ayr Centennials offer an amazing program to our JR Cens fans every game night called “Jr Cens Community Program “*

*The Jr Cens have exclusive access to a behind the scenes tour of what it’s like to be an Ayr Centennial on game day , be a flag bearer and meeting with the Ayr Centennial players before and after game time .*









*Our Ayr Centennials Photographers are at each of our home and away games capturing moments on and off the ice .*





# ***SPONSORSHIP AND ADVERTISING PROGRAM***

We believe that the best business transactions are the ones that benefit both parties. As a result, we have created a program that does just that.

## **SPONSORSHIP OPPORTUNITIES**

All of our sponsorship opportunities are built around the above philosophy. We want to have local businesses investing in our product rather than supplying a donation. Likewise, we want to serve as a marketing tool for local businesses.

## **RECOGNITION**

All of our sponsors deserve to be publicly and personally recognized for their sponsorships. That being said, all sponsors will be personally recognized at the end of each season with a token of our appreciation. Additionally, all sponsors will be publicly recognized in the following ways:

### ***WEBSITE RECOGNITION:***

All sponsors will also appear on our website, throughout the sponsored year.

Website : <https://centennials.gojhl.ca/>

### ***SOCIAL MEDIA:***

Game Day Sponsors will be promoted on all Forms of Social Media. Facebook, Instagram, and Twitter that in total we have over 19000

Current Social Media Reach as of June 25 2024 on the Ayr Centennials JR Hockey club and Ayr Centennials Alumni accounts combined.

(CALCULATED AS OF June 2024)

<b>Twitter:</b>	3916 Followers
<b>Facebook:</b>	2812 Followers Likes 2326
<b>Instagram:</b>	3637 Followers
<b>Tik-Tok:</b>	4793 Followers

Our game day sponsors will benefit from the promotions we share across our social media platforms. Each of our accounts have been growing everyday and a breakdown of our overall reach and engagement rate can be seen below

# **SPONSORSHIP AND ADVERTISING PACKAGES**

## ***Bus Sponsorship***

**\$12500.00**

- 125 free tickets to hand out for your company's game sponsor night
- Ceremonial Puck Drop - game date will be discussed with Sponsor.
- Individual game sponsor night where business will be announced throughout the game that your business is the game sponsor
- Weekly social media posts on all platforms that reach well over 19000 readers and potential customers for all Road Trip (Away Games )
- Business name mentioned on Flo Hockey TV
- Name in Program and on website

## ***Captain Sponsorship***

**\$6500.00**

- 65 free tickets to hand out for your company's game sponsor night
- Individual game sponsor night where it will be announced throughout the game that your business is the game sponsor
- Ceremonial Puck drop - game date to be discussed with sponsor
- Business Name mentioned on Flo Hockey TV during business sponsor night
- Minimum of 5 individual social media promotions of business
- Name on Captain Home Jersey and Away Jersey
- Name announced for Power Play and Penalty Kill at business sponsor night
- Weekly social media posts on all platforms that reach well over 19000 readers and potential customers
- Name in Program and on website

## ***PLATINUM SPONSOR***

**\$5000.00**

- 50 free tickets to hand out for your company's game sponsor night
- Individual game sponsor night where it will be announced throughout the game that your business is the game sponsor
- Business Name mentioned on Flo Hockey TV
- Minimum of 5 individual social media promotions of business

- Name on one Cens Player Home Jersey & Away Jersey
- Name announced for Power Play and Penalty Kill at business sponsor night
- Weekly social media posts on all platforms that reach well over 19000 readers and potential customers
- Name in Program and on website

## ***GOLD SPONSOR***

**\$3500.00**

- 35 free tickets to hand out for your company's game sponsor night
- Individual game sponsor night where it will be announced throughout the game that your business is the game sponsor
- Minimum of 3 individual social media promotions of business
- Name on one either Home Jersey, or Away Jersey
- Business Name mentioned on Flo Hockey TV
- Weekly social media posts on all platforms that reach well over 19000 readers and potential customers
- Name in Program and on website

## ***SILVER SPONSOR***

**\$2000.00**

- 20 free tickets to hand out for your company for a reg season game
- Weekly social media posts on all platforms that reach well over 19000 readers and potential customers
- Name in Program and on website

## ***BRONZE SPONSOR***

**\$1000.00**

- 10 free tickets to hand out for your company for a reg season game
- Weekly social media post on all platforms that reach well over 19000 readers and potential customers
- Name in Program and on website

# ***Extra Sponsorship Opportunities***

## ***Exclusive Opportunity***

### **2024 Sponsor Eli Palfreyman Memorial Tournament**

**Aug 22-25 2024**

**\$10,000.00**

- Exclusive Naming for Tournament
- Ceremonial Puck Drop for Tournament first game , and Championship game
- Exclusively, your business will have social media post on all platforms that reach well over 19000 readers and potential customers for entire tournament
- Business Name mentioned on Flo Hockey TV for all Ayr Centennials Games
- Table Set up in Upper Lobby promoting business and giveaways
- Name in Program and on website all season
- Message for more details

## ***Game Night Sponsor***

**\$1250.00**

- 10 free tickets to hand out for your company for a reg season game
- Ceremonial Puck Drop
- Table Set up in Upper Lobby promoting business and giveaways
- During the day for your Sponsor Night , Your business will have social media post on all platforms that reach well over 19000 readers and potential customers
- Business Name mentioned on Flo Hockey TV
- Name in Program and on website

## ***Rink Board***

**\$1000.00 ( yearly) limited Qty**

- 10 free tickets to hand out for your company for a reg season game
- Rink board at the NDCC
- Cost of Material for rink board is not included in this sponsorship cost.
- Name in Program and on website

## ***Friend of the Cens***

**\$250.00**

- Name in Program and on website

# ***Business Sponsors Ceremonial Puck Drop***

**Patrick and Linda MacNeil  
Proud Local Sponsors**



**Dave Vincent and Grandsons  
Proud Local Sponsors**



# ***STATEMENT OF APPRECIATION***

Dear Local Business Owner

The Ayr Centennials greatly appreciate you taking the time to review our sponsorship and advertising opportunities. It is our hope that you have found an option that suits your business needs.

We value your commitment when considering supporting the Ayr Centennials, and we hope to see you in attendance this year. We are looking forward to another exciting hockey season!

Thank you for your support!

Jenny Charron  
Director of Sponsorship  
VP of Administration  
Ayr Centennials JR Hockey Team  
[Jennycharron17@gmail.com](mailto:Jennycharron17@gmail.com)