



**AYR CENTENNIALS JR HOCKEY CLUB
2026/2027
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 2026/2027 season.

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

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

Please know that I will follow up with you in a week or so to discuss further but please don't hesitate to contact our Ayr Centennials 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
Ayr Centennials Jr. Hockey Club
Jennycharron17@gmail.com

HISTORY OF THE AYR CENTENNIALS

The Ayr Centennials are a community owned, not-for-profit GOHL 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 GOHL. We are so thankful for this opportunity and can't wait to see what the 2021-2022 hockey season brings to Ayr.

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



Ayr Centennials 2025/26

2025/2026 Team Photo with Executives and Staff – By: Jim Balkwill

EXECUTIVE AND STAFF

Board of Directors

Cathy Tohivsky – President

Dennis Millward – Vice President

Jeff Hall 2nd Vice President

Brian Shantz – 3rd Vice President /Academic Advisor

Kathy McEachern – Secretary

Grant Brooker – Treasurer

Jack McEachern – Past President and Director at Large

Scott Eby – Director at Large

Don Eby – Director at Large

Julie Eby – Director at Large

Dave Vincent – Director at Large

*Graeme Maus- Special Events and Community Liaison *

Jenny Charron – VP of Administration and Directory of Sponsorship

Team Management and Coaching Staff

Director of Hockey Operations: Tim Barrie

General Manager: Jeff Grimwood

Assistant General Manager: Jake Nagle

Head Coach: Mike Daley

Assistant Coach Matt Mueller

Assistant Coach Austin Keleher

Goalie Coach Dan Forrest

Training Staff

Trainer: Aiden Drinkwater

Trainer: Austin Goulart

Equipment Manager: Scott Tohivsky

Equipment Manager: Thom Pett

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 and by hosting a JR Cen Experience all their fans at every home game.



Ayr Centennials Participating the Christmas Parade



Ayr Centennials at the F'ayr Road Hockey Tournament



Ayr Centennials Participating in the Tim Hortons Smile Cookie Campaign



Ayr Centennials Participating at the Ayr Library

JR CEN Experience with the Ayr Centennials



Flag Bearer on ice experience with the Cens

Sponsor Puck Drop at the Ayr Centennials



Home Town Sponsors Ayr Farmers Mutual



Puck Drop with Sponsor DFS Projects

*Our Photographers always capturing the best photos at our
Ayr Centennials Games*





Billet Appreciation Night at the Ayr Centennials Home Game



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, www.ayrcentennials.com, throughout the sponsored year.

SOCIAL MEDIA:

Game Day Sponsors will be promoted on all Forms of Social Media. Facebook, Instagram, and Twitter that in total we have 19868 followers and likes

Current Social Media Reach as of June 2026 on the Ayr Centennials and the Ayr Centennials Alumni accounts combined.

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

(CALCULATED AS OF June 2026)

Twitter:	3863 Followers
Facebook:	4443 Followers
Instagram:	6997 Followers
Tik-Tok:	4565 Follower

SPONSORSHIP AND ADVERTISING PACKAGES

Bus Sponsorship

\$12500.00

- 125 free tickets to hand out for your company's game sponsor night (50 Adult, 50 Students /Seniors & 25 kids passes)
- 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

Helmet Sponsorship

\$7500.00

- 75 free tickets to hand out for your company's game sponsor night (35 Adults , 20 Students/Seniors & 20 kids passes)
- Company logo on all Ayr Centennials Helmets
- 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

\$7000.00

- 70 free tickets to hand out for your company's game sponsor night (35 Adult , 20 Student/Senior Passes , and 20 Kids passes)
- 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

Alternative Captain Sponsorship

(2-3 packages available depending on season Will confirm)

\$6000.00 Each

- 60 free tickets to hand out for your company's game sponsor night (25 Adult , 20 Student/Senior Passes , and 15 Kids passes)
- 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 Alternative 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 (25 Adult , 15 Student /Senior , and 10 Kids passes)
- Individual game sponsor night where it will be announced throughout the game that your business is the game sponsor
- Minimum of 5 individual social media promotions of business
- Name on one 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 (20 Adult passes, 10 Student/Senior and 5 Kids passes)
- 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's for a reg season game (10 Adult passes , 5 Student/Senior and 5 Kids passes)
- Weekly social media posts on all platforms that reach well over 19000 readers and potential customers
- Name in Program

BRONZE SPONSOR

\$1000.00

- 10 free tickets to hand out for your company's for a reg season game (5 Adults & 5 Kids passes)
- Weekly social media posts on all platforms that reach well over 19000 readers and potential customers
- Name in Program and website for season

Extra Sponsorship Opportunities

Eli Palfreyman Memorial Tournament Sponsor Sept 3-6 2026

\$12,000.00

- Exclusive Naming Rights for the Entire Tournament
- Ceremonial Puck Drop for Tournament first game, and Championship game of the tournament .
- 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
- Recognition in the official game day program, team line ups , game day pucks and tournament background.
- Table Set up in Upper Lobby promoting business and giveaways
- Name in Ayr Centennials Program and on website all season
- **Message for more details about this exclusive package**

NEW - Jr Cen Program Season Sponsor

\$2500.000

- 25 free tickets to hand out for your company for a reg season game (10 Adult Passes and 15 Kids passes)
- Exclusive Naming Rights for our JR CEN Nights 2026/2027 Season
- Ceremonial Puck Drop during one of our games
- Business Name mentioned on all Social media postings & Games nights
- Promotional giveaways with company name
- Name in program and website for season

NEW - Fuel the Cens Sponsor

\$2500.00

- 25 free tickets to hand out for your company for a reg season game (10 Adult Passes and 15 Kids passes)
- Exclusive Naming Rights for “Fuel the Cens”
- Post-game meals for the team for the 2026/2027 season
- Recognition from team
- Business Name mentioned on all Social media postings
- Name in program and website for season

NEW - Game Puck Sponsors

\$1500.00

- 15 free tickets to hand out for your company for a reg season game (10 Adult Passes and 5 Kids passes)
- Game pucks with logo used for all home games
- Name in Program and website

Game Night Sponsor

\$1250.00

- 10 free tickets to hand out for your company for a reg season game (5 Adult and 5 Kids Passes)
- 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 limited Qty --- *SOLD OUT for 2026/2027*

- 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

STATEMENT OF APPRECIATION

Dear Local Business Owner

The Ayr Centennials greatly appreciate you taking the time to review our sponsorship and advertising opportunities for the 2026/2027 season.

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
Ayr Centennials Junior Hockey Club
Jennycharron17@gmail.com