



WELCOME TO THE WESTERN HOCKEY LEAGUE

Developing Tomorrow's Leaders On and Off the Ice





ABOUT THE WHL

THE WHL IS A WORLD LEADING DEVELOPMENT LEAGUE



WESTERN FOOTPRINT

The WHL consists of 22 Member Clubs located in major centers throughout Western Canada and the U.S. Pacific Northwest

WHL SCHOLARSHIP

Leading provider of post-secondary scholarships, awarding over 7,500 WHL Scholarships to graduate players since 1993

NHL SUPPLIER

Established in 1966-67, the WHL has been a leading developer of NHL player talent for close to 60 years

RESPECT IN HOCKEY

Provides system leading respect education and training designed to maintain a safe and respectful environment for players and staff at all times.



WHERE WE ARE

STRATEGICALLY LOCATED IN WESTERN CANADA'S AND THE U.S. PACIFIC NORTHWEST MOST INFLUENTIAL MARKETS

WHL EASTERN CONFERENCE

EAST DIVISION

Brandon Wheat Kings
Moose Jaw Warriors
Prince Albert Raiders
Regina Pats
Saskatoon Blades

CENTRAL DIVISION

Calgary Hitmen
Edmonton Oil Kings
Lethbridge Hurricanes
Medicine Hat Tigers
Red Deer Rebels
Swift Current Broncos

WHL WESTERN CONFERENCE

US DIVISION

Everett Silvertips
Portland Winterhawks
Seattle Thunderbirds
Spokane Chiefs
Tri-City Americans
Wenatchee Wild

BC DIVISION

Kamloops Blazers
Kelowna Rockets
Prince George Cougars
Vancouver Giants
Victoria Royals





WHL CORNERSTONES



DEVELOPMENT

World class development experience for players, coaches, officials and staff



EDUCATION

Guaranteed post-secondary academic scholarship for all players



RESPECT

A comprehensive Respect in Hockey program promotes a safe and inclusive environment for all participants



COMMUNITY

A leading fan engagement experience delivering quality entertainment and support for the community



CORNERSTONE #1 DEVELOPMENT



THE WHL PROVIDES THE BEST OPPORTUNITY FOR PLAYERS TO DEVELOP INTO PROFESSIONAL HOCKEY PLAYERS, ACHIEVE THEIR ACADEMIC GOALS WHILE LEARNING VALUABLE LIFE SKILLS

The WHL is

#1

- Choice of top prospects in the West
- Supplier to the NHL
- Supplier to Canada's National Teams
- Supplier to Canada West University Hockey Programs





CORNERSTONE #2 EDUCATION



OVER \$30M INVESTED IN WHL SCHOLARSHIPS SINCE 1993

300+

*Active players enrolled
in high school and post
secondary each season*

350

*WHL Scholarships
awarded to
graduates each year*

7,500+

*WHL Scholarships
awarded since 1993*





CORNERSTONE #3

RESPECT



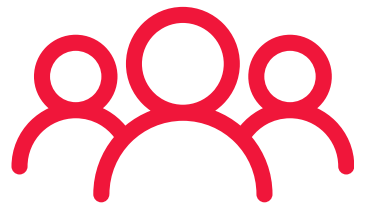
The WHL has implemented a comprehensive Respect in Hockey Program which includes mandatory education, training and certification for all WHL participants including:

- Players
- Coaches
- Management
- Ownership
- Team Personnel
- WHL Office Staff
- Trainers & Therapists
- Officials
- Billets





CORNERSTONE #4 COMMUNITY



**WHL MEMBER CLUBS GENERATE SIGNIFICANT SUPPORT FOR
COMMUNITY CHARITIES AND MINOR HOCKEY PROGRAMS**

Every year, the WHL and WHL member Clubs host awareness nights, community campaigns and fundraising events which results in substantial donations.

\$4M+



WHL COMMUNITY

THE COMPOSITION OF THE WHL EXTENDS TO COMMUNITIES OF ALL SIZES THROUGHOUT WESTERN CANADA, THE U.S. AND EUROPE



PLAYERS



STAFF



OFFICIALS



BILLET FAMILIES



FANS



POPULATION



HOME TOWNS



DEMOGRAPHICS OUR FANS



56%

Males

Gen pop: 52%

44%

Female

Gen pop: 48%



5%

13-18

Gen pop: 15%

24%

19-29

Gen pop: 18%

44%

30-49

Gen pop: 38%

27%

50-69

Gen pop: 30%



47%

Kids in HHLD <18

Gen pop: 43%

53%

No Kids in HHLD

Gen pop: 57%



37%

BC

Gen pop: 44%

35%

Alberta

Gen pop: 33%

10%

Saskatchewan

Gen pop: 9%

17%

Manitoba

Gen pop: 14%



73%

Canadian Born

Gen pop: 70%

27%

Foreign Born

Gen pop: 30%



20%

Under \$50K

Gen pop: 22%

43%

\$50-\$100K

Gen pop: 36%

28%

Over \$100K

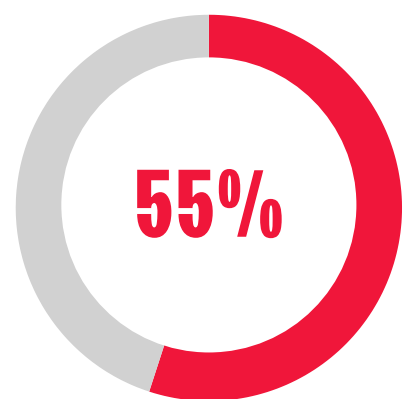
Gen pop: 26%



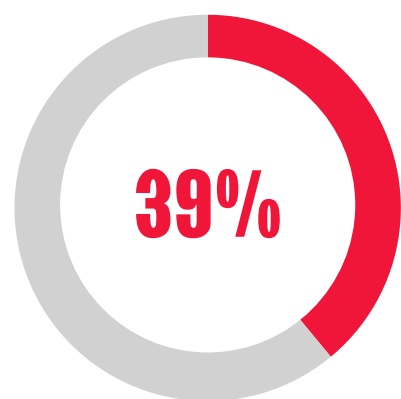


KEY MARKETING FACTS

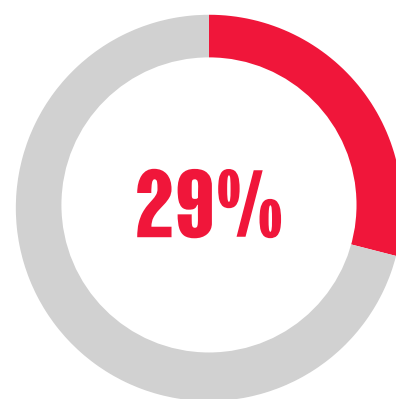
The WHL presents a unique opportunity to effectively connect with fans in communities across Western Canada and the U.S. Pacific Northwest



Of hockey fans think *companies involved in sponsoring sports gain appeal* with the audience



Of hockey fans would *choose a sponsor's product* rather than rival brands if the price and quality were the same

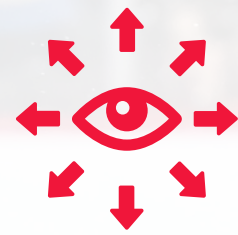


Of hockey fans *liked or followed* a sports league on social networking sites



WHY PARTNER WITH THE WHL?

THE WHL OFFERS WORLD CLASS HOCKEY THAT IS ENTERTAINING, AFFORDABLE AND FAMILY FRIENDLY



**BRAND
AWARENESS**



**COMMUNITY
ENGAGEMENT**



**COMMUNICATION
TOOL**

A significant opportunity to leverage the massive reach the WHL offers to grow your brand by engaging in communities through our loyal fanbase.



WHL PLATFORM OVERVIEW

INFINITE POSSIBILITIES

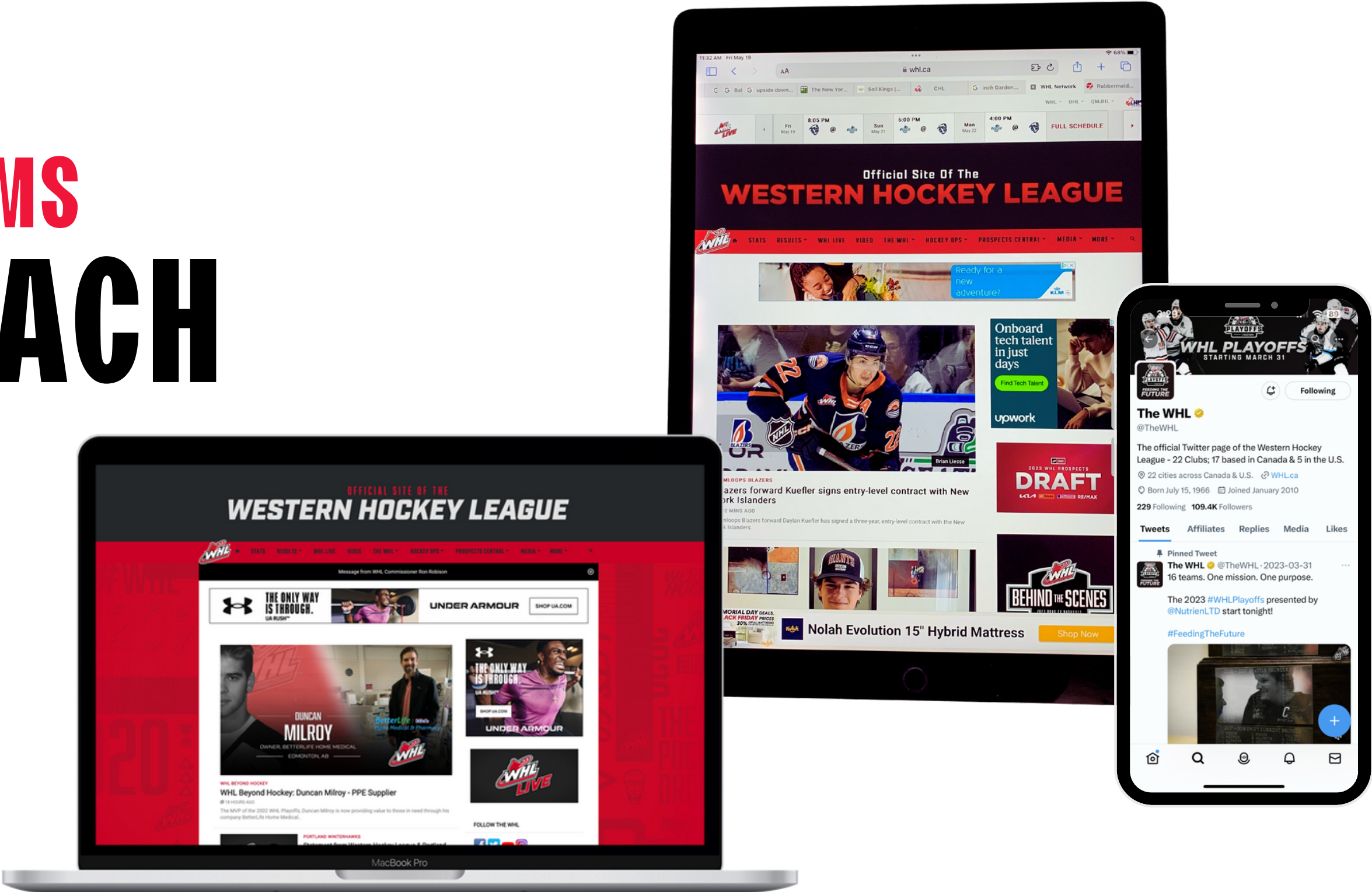
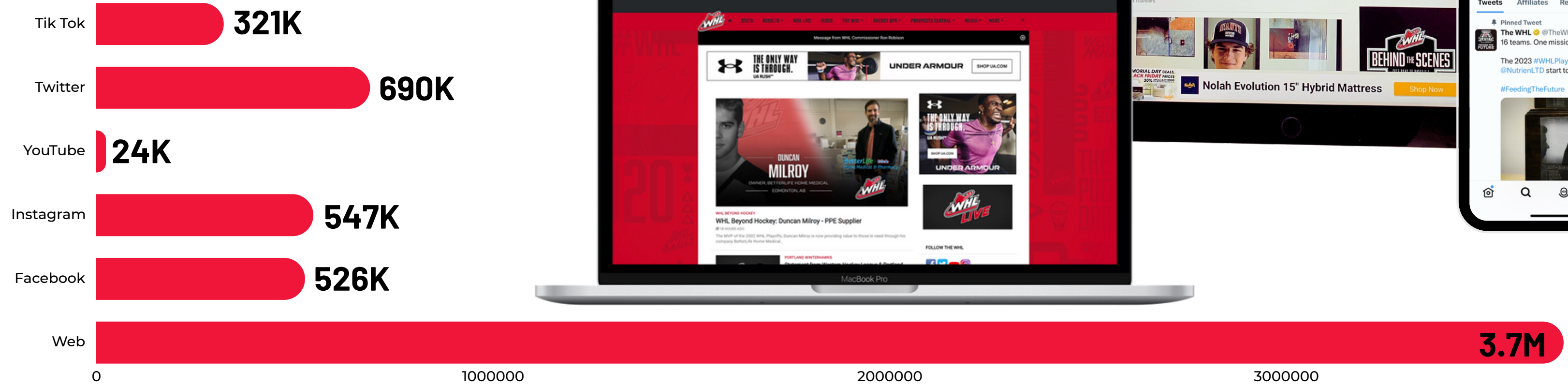
No other sports property in Western Canada and the U.S. Pacific Northwest has the depth of platforms and services than the WHL.





WHL LEAGUE & TEAMS

DIGITAL REACH





WHL SIGNATURE PROPERTIES

THE GAME FOR EVERYONE

Develop events in a welcoming and inclusive environment where everyone can enjoy the game of hockey and feel like they belong. Whether you are a player, coach or fan, there are many ways to get involved and help promote hockey for all.

- School visits combining fun facts and an interactive opportunity (floor hockey)
- Clinics - exploring equipment and basic skills (off ice)
- Pre-game Hockey 101 sessions
- Interactive kiosks at games
- Tickets to live games with a mentor to explain the game
- Team visits to rural communities
- Outdoor ice festivals - Learn to Play





WHL SIGNATURE PROPERTIES

WOMEN/GIRLS IN SPORT

Share successful experiences and increase awareness of the opportunities available to women/girls in hockey and sport. Encouraging women/girls to engage and stay in sport.

Grow opportunities for Women/Girls in Sport through:

- Girls Training Day – encourage young girls to play hockey
- Women/Girls Hockey Mentorship Program
- Digital Speakers Series – interviews with women in the sport industry and those who are breaking barriers
- Women/Girls in Sport Conference
- Internship Program
- International Women's Day Digital Programming
- Women in Sport Networking Events



WHL SIGNATURE PROPERTIES INDIGENOUS RELATIONS

The WHL has partnered with Every Child Matters and Orange Shirt Society to develop a Truth and Reconciliation awareness campaign which is held during WHL Opening Week in recognition of National Day for Truth and Reconciliation.

In the 2022-23 season, during the month of February, WHL Players participated in the Orange Jersey Project – an initiative created by the Orange Shirt Society. This project is aimed at using the power of sport to serve as a vehicle toward educating society about the history of the Residential school system and strengthening the path toward truth and reconciliation. A digital map recognizing the territories and nations on which WHL Clubs play has been developed.

Future initiatives include a call to action – supporting Indigenous communities to re-open arenas and support participation in hockey programs for all youth.





THANK YOU FOR YOUR CONSIDERATION



FOR MORE INFORMATION

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