

EL PASO RHINOS

SPONSORSHIP OPPORTUNITIES





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A DECADE OF EXCELLENCE

Playing in the Western States Hockey League, the El Paso Rhinos Junior 'A' Hockey Team is comprised of 17 to 21 year olds from around the world. Since its inaugural season in 2006, the junior hockey team has welcomed players from many countries including the United States, Sweden, Russia, Canada, the Czech Republic, Hungary, Latvia, and Mexico. The wide variety of players throughout the franchise's history have made the team one of the most successful in the league. Amassing eight division titles, five National Tournament berths, two Thorne Cups, and one National Championship title in its first nine years, the franchise hopes to continue success in its tenth year of operation.

While in El Paso, players are prepared to play in higher leagues, which for many, is at the collegiate level. Thus far, the Rhinos have seen over 80 players commit to play higher level hockey, while over 60 of those signings were to universities across the nation. In addition to hockey, the team contributes to the community by sponsoring an elementary school mentoring program and attending local charity and non-profit functions. While on-ice performance is crucial, the El Paso Rhinos franchise is committed to its philanthropic involvement off the ice as well.

BENEFITS OF SPONSORSHIP



► Arena sponsorship allows companies to reach thousands of consumers of different ages and backgrounds. Signage is seen by those who are involved in:

- Public Skating
- Birthday Parties
- Company Parties
- School Field Trips
- Figure Skating
- Youth Hockey
- Competitive Youth Hockey
- YMCA Mite Hockey
- Adult Hockey
- Army Hockey
- UTEP Hockey

► Team sponsorship provides a great platform that allows your company to connect with consumers during their leisure time.

► Your contribution supports a quality of life program that is active in the local community.



IN-ARENA BRANDING

SIERRA PROVIDENCE EVENTS CENTER

Located at 4100 E. Paisano, the Sierra Providence Events Center is home to the El Paso Rhinos and the El Paso Hockey Association. In a week, the arena sees approximately 10,000 people through youth hockey programs, public skating and Rhino games. With the best attendance in the League, the Rhinos sell out ninety-five percent of all home games.



DASHER BOARDS

Surrounding the ice, dasher boards reach a sold out crowd of 2,000 while also being seen by thousands of other consumers through game broadcasts and venue events.



SIGNAGE

For one calendar year, arena signage is placed around the Sierra Providence Center so that it is visible to all consumers who enter the venue for games, public skating and EPHA programs.



ON-ICE PROMOS

- Businesses or products can be promoted on the ice through interactive contests or exhibitions. Pre-game or intermission on-ice promotions are also accompanied by graphics on the arena's screen and announcements.



RHINOTRON PROMOS

- On-screen promotions allow companies to engage with fans inside the arena during games. These creative contests also include public address announcements and prizes to be determined by the sponsor.



PROMOTIONAL SUPPORT

- In addition to in-game public address announcements, promotions include website and social media coverage (Facebook, Instagram and Twitter).
- Rhino representatives will also work closely with sponsors to develop creative promotions and fan activities that meet the company's needs.



GAME DAY FAN ENGAGEMENT



VENDORS

- ▶ In conjunction with game events and promotions, sponsors can set up a table on the Rhino Patio before the game. During the game, fan activities may be facilitated and promotional items given away. Public address announcements will be made several times throughout the game to notify fans of a company's presence on the Patio.

SPONSORS CAN ALSO ENGAGE FANS THROUGH:

TICKETS

- ▶ Companies sponsor tickets for a home series. Each ticket is branded with the business's logo and details. Tickets are then distributed to local schools, charities, non-profit organizations and businesses.

GIVEAWAYS

- ▶ Products branded with the sponsor's logo may be given out before, during and after games. Giveaways may also be organized at a sponsor's place of business.

PUBLIC ADDRESS ANNOUNCEMENTS

- ▶ Twice during each game, sponsors and contact information will be announced.

RHINOTRON DISPLAYS

- ▶ Accompanied by a public address announcement, the business's logo and contact information will be displayed on the Rhinotron twice during each home game.

PROGRAM ADS

- ▶ Company logos and contact information are printed in the series program purchased by over 500 fans a weekend.



RHINOS MOBILE APP & RHINO REWARDS

- ▶ The Rhinos Official Mobile App allows sponsors to reach 1,200 users.
 - ▶ Companies can choose from in-feed, banners, or full screen ads. Each graphic will feature the business's logo and necessary details and information.
 - ▶ Contests and promotions can also be designed to engage users to the sponsor's benefit.
 - ▶ By joining the Rhino Rewards program, businesses can sponsor a product that fans are able to attain by earning a certain number of points. Sponsored products can include discount cards, gift cards, or tangible items that can be determined by the business.



RHINOS WEBSITE

- ▶ Reaching thousands of users monthly, companies can advertise products and information on the Rhinos website. Sponsors will also be listed as partners and their logos will be added to the site's sponsor scroll.



SOCIAL MEDIA

- ▶ The Rhinos' main social media platforms (Facebook, Twitter, and Instagram) reach a combined total of 10,000 people per week. Brands can be promoted by sponsoring social media contests or recurring posts like pre-game lineups or infographics. New contests or fan engagement activities can be adopted to meet the company's needs.



COMMUNITY EVENTS



PLAYER APPEARANCES

- ▶ Throughout the season, players make over 100 appearances at local schools, business, and events. The team also visits sponsors to help with promotions or to simply show appreciation for the company's contribution. In addition to being publicized on the Rhinos' social media platforms, appearances can also be tied to a Rhino Rewards promo code. Fans that arrive at the sponsor's event are given a specific code that would allow them to earn Rhino Rewards points for supporting Rhino partners.





EL PASO RHINOS

EL PASO RHINOS CONTACT INFORMATION

To become a sponsor for the Rhinos, please call 915-479- PUCK (7825).

MAILING ADDRESS
4100 E Paisano Bldg. B
El Paso, TX 79905

WEBSITE URL
elpasorhinos.com