

EL PASO RHINOS

SPONSORSHIP OPPORTUNITIES





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SUCCESS SINCE 2006

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, England, France, Lithuania, Belarus, the Czech Republic, Slovakia, 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 ten division titles, five National Tournament berths, four Thorne Cups, and one National Championship title in the last thirteen seasons, the franchise hopes to continue success in its fourteenth 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 100 players commit to play higher level hockey, while over 80 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.



► **Community Involvement**

- The Rhinos make over 300 appearances annually, visiting schools, non-profit organizations, and other local events.
- The El Paso Hockey Association serves over 1000 local families by offering youth, high school, and adult hockey programs.
 - » Programs include over 600 active youth hockey members
 - » Franklin and Coronado hockey teams have won three state championships since 2013
- The El Paso Figure Skating Club currently has over 100 active members.

► **Ice Rink Activity**

- The UTEP Miners Hockey Team also calls the El Paso County Coliseum Events Center Home.
 - » Texas Collegiate Hockey Conference Champions in 2017 and 2019
 - Public Skating is open from mid-September to the end of May.
 - » Over 230,000 community members visited the rink between November and January for Holidays on Ice
 - » The rink also offers birthday celebrations, corporate parties, military events and more
 - Field Trips that educate students on ice maintenance and skating are free to all schools in El Paso County.
 - » Over 32,000 students visit the rink through school field trips
- Arena sponsorship allows companies to reach thousands of consumers of all different ages and backgrounds, while team sponsorship brings a unique opportunity to connect with consumers during their leisure time. Your partnership also enables us to continue to grow an essential quality of life program that is active in the local community.



IN-ARENA BRANDING

COUNTY COLISEUM EVENTS CENTER

- ▶ Located at 4100 E. Paisano, the El Paso County Coliseum Events Center is home to the El Paso Rhinos, UTEP Miners Hockey, and the El Paso Hockey Association. In a week, the rink sees approximately 18,000 people through youth hockey programs, public skating, UTEP and Rhino hockey games.



DASHER BOARDS

- ▶ Surrounding the ice, dasher boards reach a sold-out crowd of 3,000 fans, while also being seen by thousands of other consumers through game broadcasts and other venue events. Typically sold in pairs, dasher boards are a great way to be seen.



SIGNAGE

- ▶ Available in assorted sizes, arena signage can be placed in various locations around the rink. From on-ice logos to hanging banners, strategic placements enable our partners to have excellent visibility with thousands of consumers who enter the venue.



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.



ON-ICE PROMOTIONS & CONTESTS

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



IN-GAME PARTNER RECOGNITION

- Partners can be recognized through the ceremonial puck drop presentation or Guest of the Game experience, both of which are accompanied by a public address announcement.



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 promotion and fan activities that meet the company's needs.



GAME DAY FAN ENGAGEMENT



MARKETING BOOTHS

- ▶ In conjunction with game events and promotions, sponsors can set up a marketing table at the west end of the arena. During the game, fan activities may be facilitated and promotional items given away. Public address announcements will be made throughout the game to encourage fans to visit the booth.



TICKETS

- ▶ Companies sponsor ticket vouchers 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.
- ▶ Sponsors can also receive ticket vouchers that can be distributed to customers and clients as well as employees and staff members!



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 in conjunction with a team appearance.

PARTNER GAME EXPERIENCE



THANK YOU, SPONSORS!

- ▶ The Rhinos are grateful for the partners who make Rhino Country a great family-outing and even better place for our players to play. Throughout each game, we thank our sponsors with an announcement that is accompanied with the company's logo on the Rhinotron. We also extend an invitation for each sponsor to attend games with their employees and their families.



PUBLIC ADDRESS ANNOUNCEMENTS & RHINOTRON DISPLAYS

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

PARTNERS ARE ENCOURAGED TO ENJOY RHINO GAMES!

VIP LUXURY BOX

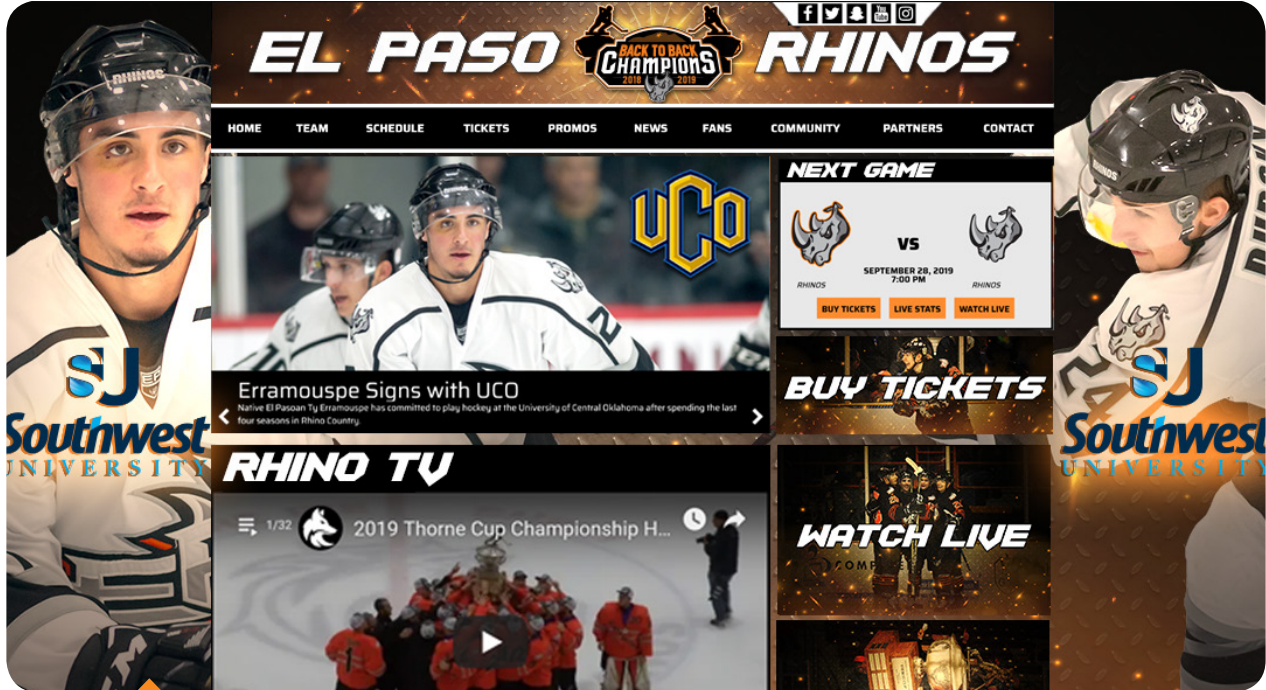
- ▶ Rhinos Corporate Partners can reserve our VIP luxury suites for one or more home games during the season. This VIP experience includes up to 35 tickets in addition to a bar tab that provides food and beverage service for the evening.

COMPANY GROUP NIGHT

- ▶ Partners can receive up to 200 tickets on group night to be handed out to company employees. In addition, the company will receive an in-game welcome and public address mention.



DIGITAL MEDIA



RHINO WEBSITE

- Reaching thousands of users monthly and receiving hundreds of thousands of hits, companies can advertise products and information on the Rhinos website. Companies can have their logo featured on the website background.

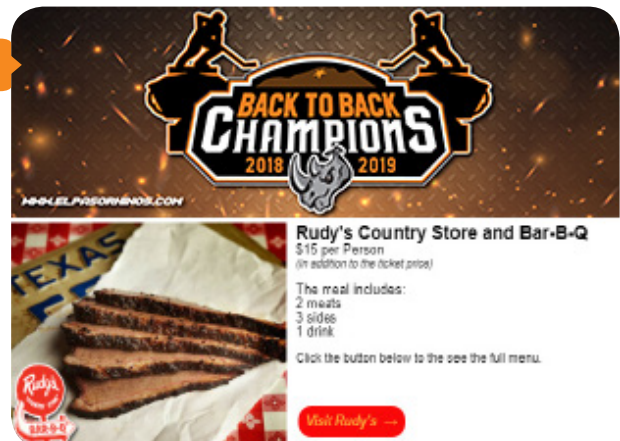
CORPORATE SPONSOR PAGE

- Sponsors will also be listed as partners and their logos will be added to the site's sponsor scroll and on the Corporate Partners page.



MONTHLY RHINO NEWSLETTER EMAIL

- Sponsor deals and messages can be added to the Rhino newsletter emails. Emails are sent out monthly or prior to every home series.





SOCIAL MEDIA

- ▶ The Rhinos' main social media platforms (Facebook, Twitter, Instagram, Snapchat and Youtube) reach a combined total of 20,000 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.
- ▶ Sponsors can also partner with the Rhinos to produce social media advertisements that feature the sponsor's logo and message alongside the Rhinos' game or event information.



CREATIVE CONTENT

- ▶ Businesses can work the Rhinos organization to produce content that meets the sponsor's needs. This creative content can be disseminated via emails or can be featured on the Rhinos' social media accounts, mobile app and website. Interactive contests, videos and graphics can be designed to promote a specific product or service, incorporating the Rhino brand and even the mascot and players. Videos, interviews and contests can occasionally be held at the sponsor's place of business to drive foot traffic as well. Creative content can be recurring or a one-time post.
- ▶ Companies can also choose to sponsor existing content including pre-game and post-game graphics like "SloMo" Monday, Throwback Thursday, Fan Photo Friday, Rhino Trivia and the Rhino Hockey Tutorial series.
- ▶ *Creative content can be designed by the sponsor (with the Rhinos' approval) or by the Rhinos organization (with the sponsor's approval).*



DIGITAL MEDIA

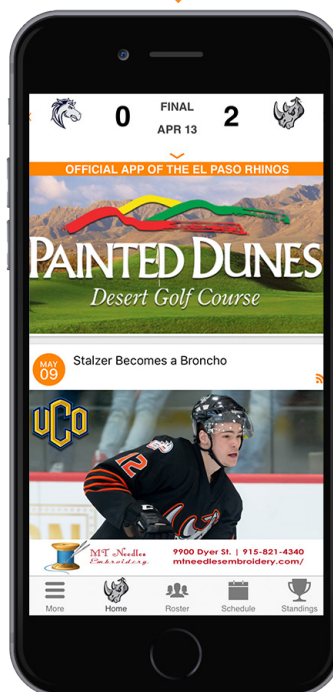
APP OVERVIEW

- ▶ The Rhinos Official Mobile App allows sponsors to reach 5,000 users. Companies can choose from in-feed, banner, or full screen ads that feature the business's logo and necessary details and information. Partners can also be featured in creative content that can drive digital and foot traffic.

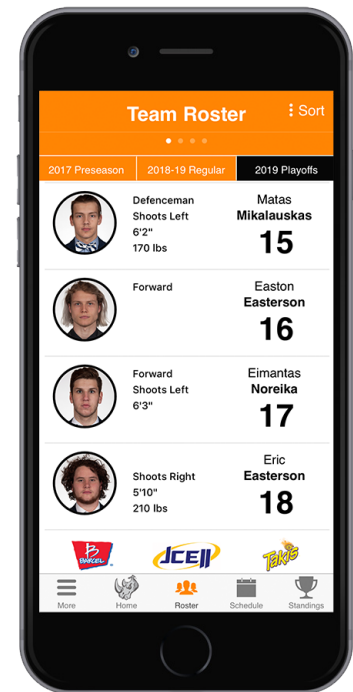
FULL SCREEN AD



IN-FEED AD



BANNER AD



PUSH NOTIFICATIONS

- ▶ Sponsors can have deals and messages sent as push notifications to the Rhinos Mobile App's thousands of users.



COMMUNITY EVENTS & APPEARANCES



PLAYER APPEARANCES

- ▶ Throughout the season, Rhino players make more than 300 appearances at local schools, businesses, and events. The team also visits with sponsors to help with promotions or to simply show appreciation for the company's contribution. These appearances are also heavily publicized on the Rhinos' social media platforms.





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