



**2020-2021
SPONSORSHIP OPPORTUNITIES**

ABOUT THE NATIONALS



HISTORY

The London Nationals are a Junior B hockey team playing within the Greater Ontario Junior Hockey League (GOJHL) a 27 team league spanning from Windsor to Niagara Falls. The team's life began in 1950 as the Lou Ball Juniors after Lou Ball's clothing store, playing in the Big "10" Western Division out of the Ontario Arena at the Western Fair grounds. They won the Western Division title in 1952. In 1956, the "Big 10" was divided and London became a member of the Western Ontario Junior B Hockey League.

In 1963 the Toronto Maple Leafs began sponsoring the Nationals. The Maple Leafs traditionally had affiliations with the Toronto Marlboros and St. Michael's Majors. They decided to sponsor the junior team in London, which they wanted to play at the new London Gardens and be promoted to the Ontario Hockey Association.

For the 1965-66 season, the team was finally admitted to major junior hockey, and London's Junior B franchise moved to Ingersoll to make room for the Junior A Nationals. The Junior A team was renamed as London Knights in 1968. The Junior B team returned to London under the name Bees for the 1966-1967 season, but then fell dormant for two seasons. The team was revived in 1969 as the Squires, and played under that name until 1976. The team was then known as the Diamonds from 1976-1991, before the Nationals name was revived after a long-lasting sponsorship with a diamond jeweler dissolved. The team's time under the Diamonds name was successful, as they claimed the Southwestern Junior B Hockey League title in 1977, and the Western Ontario Hockey League title in 1981, 1983, and 1984.

The next change came when Kent Phibbs purchased the team and changed the name back to the London Nationals, and they won the Western Jr. B championship that same year. The team uniforms were once again the blue and white of the Maple Leafs and the team remained at Nichols Arena for a few years. In the summer of 1998, the team was sold again, this time to the Doug Tarry Group (London Knights). The team remained playing at the same arena, but the name had changed to the London Ice House. The team colors and logo were changed to eggplant and teal to match the affiliate and the team still played at the London Ice House.

In 2013, the Nationals defeated the Cambridge Winterhawks to win their first ever Sutherland Cup. The Nationals appeared in back-to-back Sutherland Cups in 2016 & 2017, and again in 2019.

The 2020-21 season marks the Nationals' 70th anniversary.



PLATINUM SPONSOR

\$10,000 PLUS HST

- Home Opener Live Announcements during opening ceremonies
- Power Play sponsor (Social media graphics / in-game announcements)
- Company Rep drop the puck with London Mayor on opening night
- Jersey Sponsorship - 9 Total (3 Home, 3 Away, 3 Alternate)
- Logo on 6 track suits
- Logo on all Training Staff Jackets
- Logo on all players hoodies
- 6 Hockey bag logos
- Logo/Advertise on back of regular season tickets
- Student sponsor recognition (tuition, room, board equipment)
- Back cover Ad of Program - whole season
- 6 season tickets / unlimited game passes
- Logo on the ice at Western Fair Sports Centre
- Logo on the wall by the Nationals dressing Room
- Company logo under Platinum Sponsorship on website



GOLD SPONSOR

\$7,500 PLUS HST

- Pick any regular season game same as platinum
- Fill the Rink 50 passes
- Penalty Kill Sponsor (Social media graphics & in-rink announcement)
- Jersey Sponsoship - 6 Total (2 Home, 2 Away, 2 Alternate)
- 4 track Suits Logo
- Full Page Ad in Nats Program
- Student Sponsor Recognition
- 4 Season Tickets packs
- Logo/Advertisement on backside of FlexPass tickets
- Company logo under Gold Sponsorship on website

SILVER SPONSOR

\$5,000 PLUS HST

- Pick a game Fill rink 50 passes
- Jersey Sponsoship - 3 Total (1 Home, 1 Away, 1 Alternate)
- 5 hockey bags Logo.
- 2 season tickets
- Half page Ad in Program.
- Company logo under Silver Sponsorship on website



PEWTER SPONSOR

\$2,000 PLUS HST

- Fill the Rink 50 passes
- 2 FlexPass ticket packs
- 2 hockey bags Logo
- Game puck sponsorship
- Business Card sized Ad in Nationals Program
- Company logo under Pewter Sponsorship on website



