



2023-2024 Sponsorship Opportunities



Nationals History



The London Nationals are a Junior B hockey team playing within the Greater Ontario Junior Hockey League (GOJHL) a 24 team league. 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 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 Jr 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 1966-67 season, but then fell dormant for two seasons. The team was then known as the Diamonds from 1976-91, 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, 83 and 84.

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 colours 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 2023/24 season marks the Nationals 73rd season



Platinum Plus Sponsor - message for pricing

- **50 Season Tickets**
- **Corporate press box or restaurant VIP seating**
- **Title sponsor of every game**
- **Rogers TV London/London Free Press weekly ads**
- **Social media platform ads (Instagram, Facebook, Twitter)**
- **London Nationals Team Bus Wrap**

Platinum Sponsor - \$10,000 plus hst



- Home Opener Live Announcements during opening ceremonies
- Power Play sponsor (Social media graphics/in-game announcements)
- Company Rep drops the puck with the London Mayor on opening night
- Jersey sponsorship - 9 total (3 Home, 3 Away, 3 Alternate)
- Logo on 6 tracksuits
- Logo on all Training Staff Jackets
- Logo on all players hoodies
- 6 Hockey bag logos
- Logo/Advertisement 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 wall by the London 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 Sponsorship - 6 Total (2 Home, 2 Away, 2 Alternate)
- 4 tracksuit logos
- Full Page Ad in Nationals Program
- Student Sponsor Recognition
- 4 Season Ticket Packs
- Logo/Advertisement on backside of Flex Pass tickets
- Compant logo under Gold Sponsorship on website



Silver Sponsor - \$5,000 plus tax

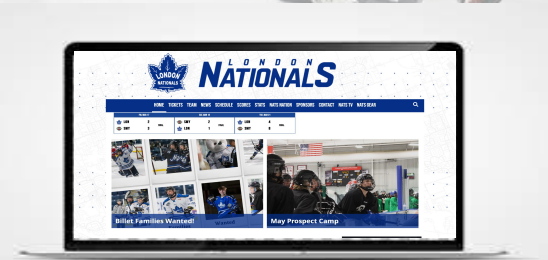
- Pick a game Fill the Rink 50 passes
- Jersey Sponsorship - 3 Total (1 Home, 1 Away, 1 Alternate)
- 5 hockey bags logo
- 2 season tickets
- Half page Ad in program
- Company logo under Silver Sponsorship on website





Pewter Sponsorship - \$2,000 plus hst

- Fill the Rink 50 passes
- 2 Flex Pass ticket packs
- 2 hockey bag logos
- Game puck sponsorship
- Business card sized Ad in Nationals Program
- Company logo under Pewter sponsorship on website



G. Bruce King
www.truckingsponsorship.com