



ADVERTISING & SPONSORSHIPS

OPPORTUNITIES FOR THE 2026 SEASON



THE VALUE OF PARTNERING WITH THE LAKERS

STRONG BRAND RECOGNITION AND EXPOSURE

Partnering with the Peterborough Century 21 Lakers provides significant brand exposure to an average of more than 2,800 fans per game, along with additional visibility online and social media. Each sponsorship package includes complimentary season tickets, allowing you to experience your investment firsthand.

STATE OF THE ART VIDEO BOARD

Partners have the opportunity to showcase their brand on the team's high-quality video board during games, ensuring strong visibility and engagement with the audience.

IN-ARENA SIGNAGE

Partners can benefit from in-arena signage opportunities, ensuring sustained visibility and engagement throughout home games.

UNIQUE EXPOSURE

We offer a range of unique exposure opportunities to enhance brand recognition and meaningfully engage with Peterborough's passionate lacrosse community.

RICH WINNING TRADITION

The Lakers have won 18 Mann Cup championships, including four titles since 2017. Aligning with a team with such a successful history can bolster a business's reputation.

COMMUNITY NETWORK

By partnering with the Lakers, businesses gain access to an extensive network of more than 100 community partners, creating expanded opportunities for collaboration and networking.

COMMUNITY INTEGRATION

The Lakers are deeply embedded in the community, and partnering with them enables businesses to align their brand with a respected and widely supported local sports organization.



CUSTOM SPONSORSHIP PACKAGES

Custom sponsorship packages are tailored to specifically fit the needs of your business based on your advertising and marketing goals, and budget.

Custom packages generally include a combination of the multiple standard sponsorship opportunities featured throughout this document, as well as additional recognition opportunities that are negotiated per business (pg. 14-17 for examples).

**If you have any additional recognition opportunities you wish to discuss, please contact:
Pete Dalliday · 705-868-3574 · petedalliday@gmail.com**

PLATINUM SPONSORSHIP \$7,500+

A platinum sponsor will have a customized package with a value of over \$7,500.



GOLD SPONSORSHIP \$5,000+

A platinum sponsor will have a customized package with a value of over \$5,000.

SILVER SPONSORSHIP \$2,500+

A platinum sponsor will have a customized package with a value of over \$2,500.



CARPET SPONSORSHIP

LIMITED AVAILABILITY · 3-YEAR COMMITMENT

- The Peterborough Lakers average between 2,800 to 3,500 attendees per game, providing significant exposure and strong visibility of your business logo.
- Lakers home games are broadcast on YourTV by Cogeco, with the carpet logos positioned clearly for the viewing audience.
- The Peterborough Jr. A Lakers play on the same carpet for home games, offering even more in-person visibility.



PACKAGE INCLUDES:

- Your business logo on an 8' x 8' insert on the playing carpet for all regular season and playoff games over a three year period.
- Four (4) complimentary season tickets, including playoffs.
- Business logo will rotate around the lower video board ring a minimum of five times per game.
- Full page advertisement in the game day program and digital program.
- Additional logo placement in the game day program, on the team website and on the sponsors pop-up banner displayed in arena lobbies.



PRICING BREAKDOWN:

YEAR 1:	\$6,500 +HST*
YEAR 2:	\$3,500 +HST
YEAR 3:	\$3,500 +HST

The first year includes production cost of the physical carpet insert, which is owned by you.

YEAR ROUND WALL SPONSORSHIP

LIMITED AVAILABILITY · 3-YEAR COMMITMENT

This logo placement offers year-round visibility in the East Lobby of the Memorial Centre, positioned beside the Lakers dressing room and tunnel, delivering continuous visibility across all Lakers regular season home games, Peterborough Petes games, youth sports, concerts and other events.

VERTICAL PILLAR: \$2,000 +HST

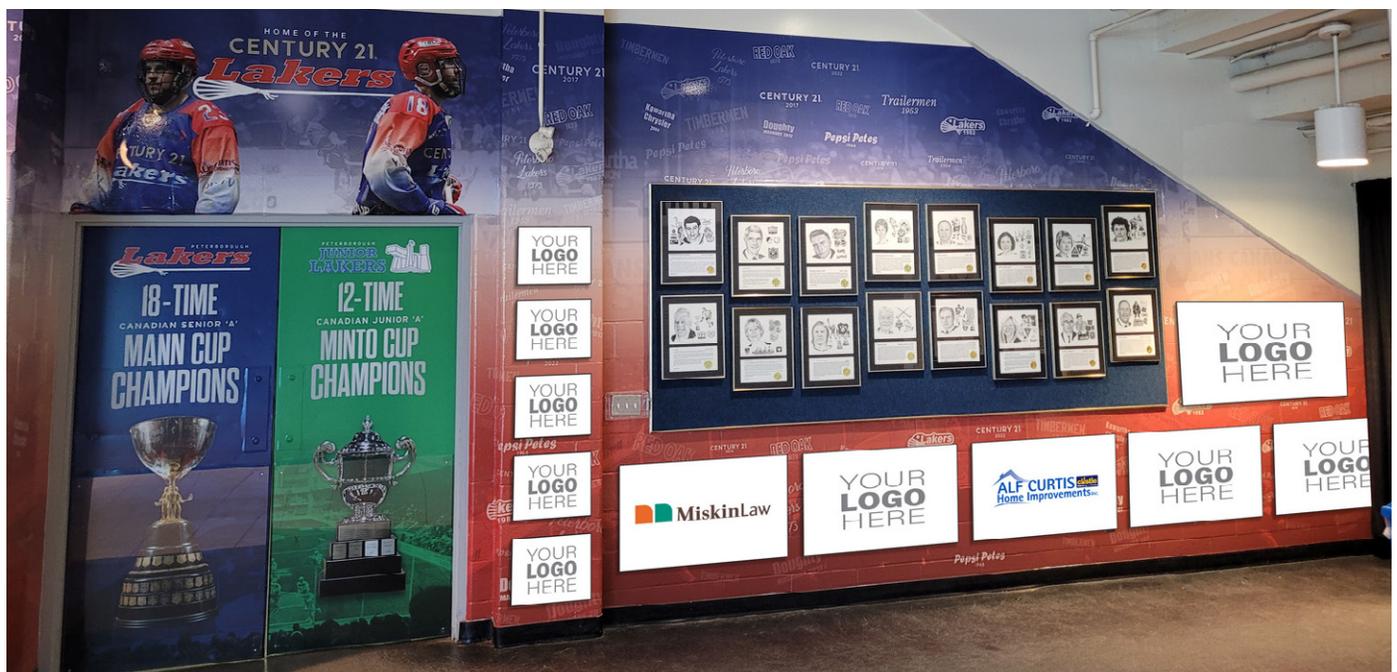
17" W x 13" H logo placement on the pillar to the right of the door.

HORIZONTAL PILLAR: \$3,500 +HST

36" W x 24" H logo placement underneath the picture board.

PACKAGES INCLUDE:

- Four (4) complimentary season tickets, including playoffs.
- Full page advertisement in Lakers game day program and digital program.
- Can be purchased as part of a custom sponsorship package, or on its own. Additional recognition opportunities to be discussed.



GAME NIGHT SPONSORSHIP

\$2,500 +HST

LIMITED AVAILABILITY

SPECIFIC GAME NIGHT RECOGNITIONS INCLUDE:

- Business will be recognized as the Presenting Sponsor of a specific Lakers home game.
- 10 additional lower bowl tickets to your specified game. *Great for a company outing!*
- As Game Night Sponsor, you are encouraged to distribute promotional items to fans before the game at all main entrances – or at all gates if preferred. Our team can assist in sourcing high-quality promotional items and coordinate with our trusted suppliers to ensure the best value.
- Members of your business will be introduced onto the floor as part of pre-game ceremony.
- Potential for participation in the ceremonial ball drop (game date dependent).
- Option to have a 30 second commercial play on the main video board during the first and second intermission.
- Business featured in the game day lineup insert, as well as on game night posters on display in the Memorial Centre in the week leading up to the game.
- Picture of lobby display posted/shared across all Lakers' social media accounts after the game, with your business accounts tagged.
- PA announcement with your logo on the video board during the game, introducing your business as the Game Night Sponsor.

ADDITIONALLY:

- Two (2) complimentary season tickets, including playoffs.
- 1/4 page advertisement in Lakers game day program and digital program.
- Additional logo placement on the team website and on the sponsors pop-up banner displayed in arena lobbies.



FIVE COUNTIES TICKET ASSIST PROGRAM

\$2,000 +HST

In collaboration with Five Counties Children's Centre, the "Ticket Assist" program gives local businesses the opportunity to sponsor Five Counties children by providing them and their families with Lakers tickets on a per-game basis.



The goals of this program are to:

- Provide deserving children and their families with a fun experience.
- Provide an opportunity for sponsorship with a focus on giving back to the community.
- Continue to promote and grow the sport of lacrosse at a youth level.

ABOUT FIVE COUNTIES CHILDREN'S CENTRE:



For almost 50 years, Five Counties Children's Centre has been committed to supporting children and youth with physical, developmental, and communication needs. They offer outpatient and community-based services to enhance independence and well-being.

Their comprehensive range of therapies, including physiotherapy, occupational therapy, and speech and language therapy, helps clients develop crucial skills for everyday life. Serving infants to late teens, Five Counties provides treatment in schools, communities, and multiple locations across Peterborough, Lindsay, Cobourg, Campbellford, and Haliburton/Minden since opening its doors in October 1975, following its incorporation in 1972.

PACKAGE INCLUDES:

- Four (4) lower-bowl season tickets donated to Five Counties, to be distributed to children on a per-game basis, including playoffs.
- 1/4 page advertisement in Lakers game day program and digital program.
- Business logo on Lakers website under the "Five Counties Assist Program" sponsor page, on pop-up banner display in lobby during game, and on "thank you" video board graphic once per game.
- Company logo on Lakers/Five Counties special "Ticket Assist Program" t-shirts from Imprinted Apparel (seen above). T-shirts are given to children each game as part of the package.
- Social media acknowledgment from both the Lakers and Five Counties (3 posts minimum over the course of the season).
- Two (2) season tickets for the sponsoring business, including playoffs.

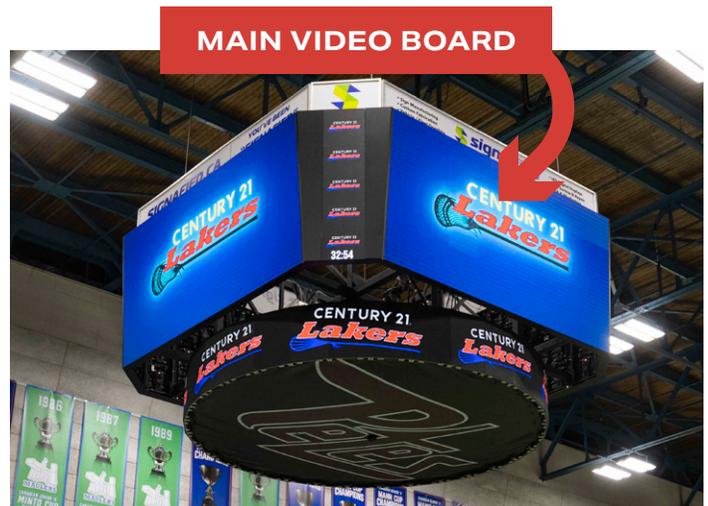
VIDEO BOARD COMMERCIAL

\$2,000 +HST

Your business's commercial (up to 30 seconds) will be aired once during each home game (including playoff games) on the main video board with full audio.

PACKAGE INCLUDES:

- Two (2) complimentary season tickets, including playoffs.
- 1/4 page advertisement in Lakers game day program and digital program.
- Additional logo placement on the "Sponsors" section of the team website.



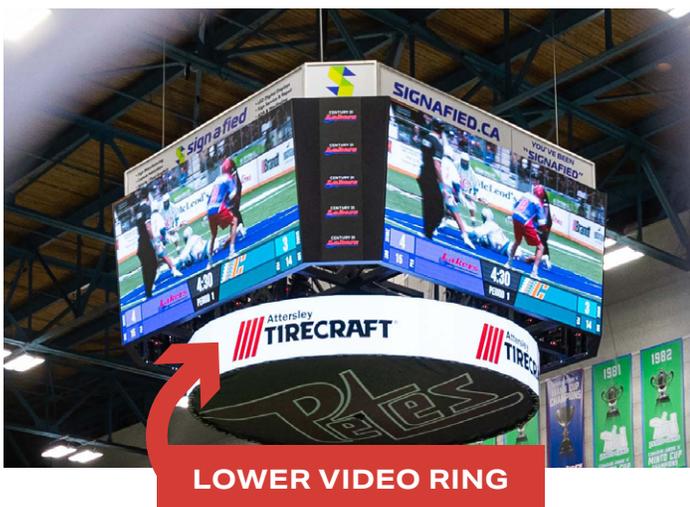
LOWER VIDEO RING SPONSOR

\$1,500 +HST

Your business's logo will rotate around the lower video ring a minimum of three times during each home game (including playoff games).

PACKAGE INCLUDES:

- Two (2) complimentary season tickets, including playoffs.
- 1/4 page advertisement in Lakers game day program and digital program.
- Additional logo placement on the "Sponsors" section of the team website.



SPONSOR A PLAYER

\$1,500 +HST

Your business's name will appear on the back of a player's jersey (home and away). Existing sweater sponsors will have first right of refusal for returning players they sponsored during the previous season.

PACKAGE INCLUDES:

- Two (2) complimentary season tickets, including playoffs.
- 1/4 page advertisement in Lakers game day program and digital program appearing next to the sponsored player.
- Logo (if provided) will appear on "Player Profile" section of the team website.
- Additional logo placement on "Sponsor a Player" pop-up banner displayed in the arena lobbies, and the "Sponsor a Player" section of the team website.
- One scheduled "Player Spotlight" social media post on all Lakers platforms that highlights and tags your business as a "Sponsor a Player" participant.



PLAYER PROFILE



Captain

Four Mann Cups with Peterborough... 2013 Rookie of the Year... 2016, 2017 Top Defenceman... 2018, 2019 Most Dedicated Player... Outside lacrosse is a teacher... Has one dog named Gus and a son named Jett...

SPONSORED BY:

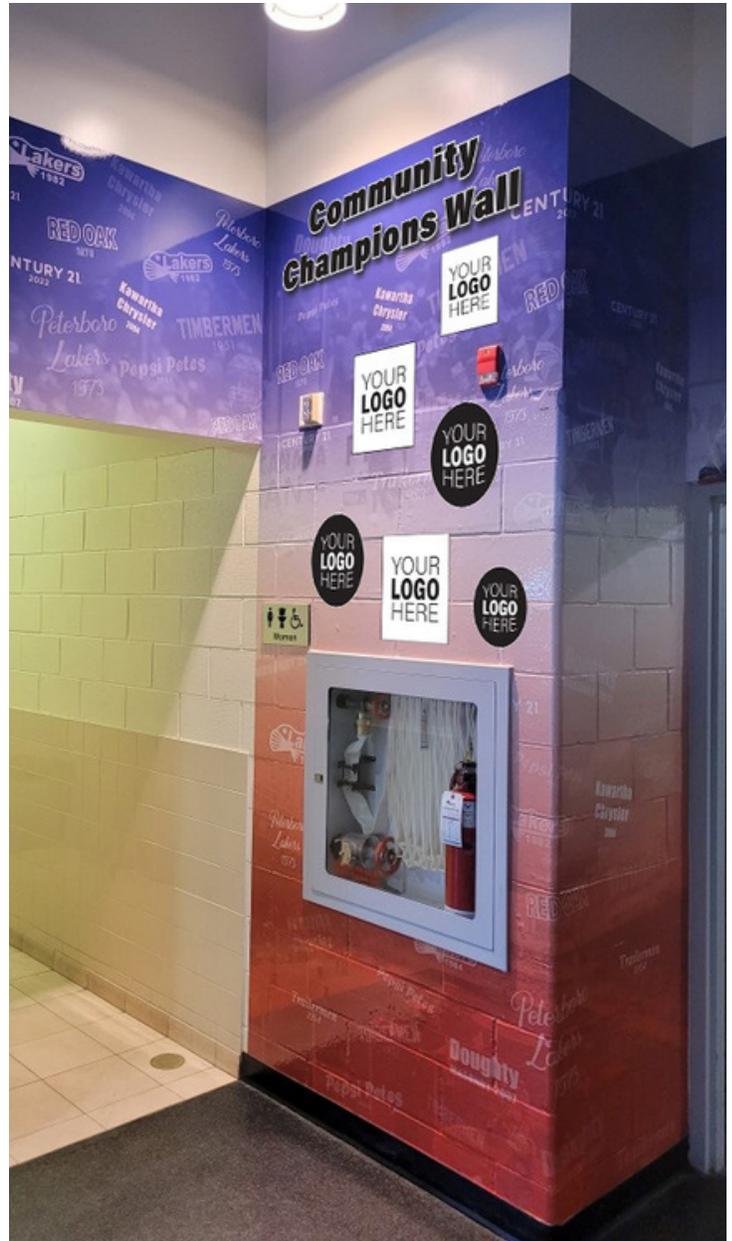


“COMMUNITY CHAMPIONS” PROGRAM

\$1,250 +HST

PACKAGE DETAILS:

- The “Community Champions” program allows businesses to make a meaningful community impact by donating tickets each game to local groups, while benefiting from year-round advertising visibility.
- 32 “Fan Zone” tickets will be donated on behalf of your business to local community organizations and groups over the course of the regular season. This equates to four tickets per game for the regular season. The Lakers will manage the distribution of tickets.
- Your business’s name and/or logo will appear on the Lakers Community Champions Wall for year-round visibility in the Memorial Centre.
- Logo will appear on Lakers website as a sponsor of the “Community Champions” program.
- Business name or logo will be shown on the video board once each game as a sponsor of the “Community Champions” program.
- Includes two (2) complimentary regular season tickets.



PERIOD GIVEAWAY SPONSOR

\$1,250 +HST

Your business sponsors a prize (15 per game) that is announced and awarded to a selected row. The prize may be a branded item, a coupon or voucher, or another creative offering that uniquely represents your business.

PACKAGE INCLUDES:

- Two (2) complimentary season tickets, including playoffs.
- 1/4 page advertisement in Lakers game day program and digital program.
- Additional logo placement on the “Sponsors” section of the team website, and pop-up banner displayed in the arena lobby during games.
- PA announcement each game as giveaway items are distributed. Tagline is provided and approved by you.
- Business logo broadcast on main video board and video ring during PA announcement.



EXAMPLE COUPON

LOBBY DISPLAY SPONSOR

\$500 +HST

Set up a display or booth in one of the lobbies before and during the selected game to distribute promotional items and materials.

PACKAGE INCLUDES:

- Two (2) complimentary season tickets, including playoffs.
- 1/4 page advertisement in Lakers game day program and digital program.
- Additional logo placement on the “Sponsors” section of the team website.
- Lakers’ social media will share any posts of your display booth that tags Lakers’ accounts.



TEDDY THE MASCOT SPONSOR

\$2,500 +HST

Your business will be the exclusive presenting sponsor of Teddy the Mascot, one of the most recognizable and beloved figures in the Peterborough sports community.

PACKAGE DETAILS:

- Your logo will be prominently displayed on the back of Teddy's jersey, worn at all home games and all community appearances.
- Benefit from year-round visibility with Teddy's appearances at dozens of community events annually including all Peterborough Lakers home games, school visits, community festivals & parades, MusicFest & summer events, charity appearances & family events. Your brand travels wherever Teddy goes.
- Your logo will be prominently seen by thousands of fans in-arena and on social media. Teddy is active in fan photos, in-game promotions, intermission activities, and youth and family engagement.

ADDITIONALLY:

- Two (2) complimentary season tickets, including playoffs.



GAME DAY PROGRAM

Place an advertisement for your business in our game day program, which is available in both printed and digital formats (the digital version is accessible on our website).

QR codes linking to the online program will be distributed in the lobbies during games. All advertisements in the digital program will be displayed in full color for the 2025 season.

FULL PAGE AD: \$1,500 +HST

Dimensions: 7.5" W x 10" H

ENTER
SANDBAGGER
MANN



54

- Includes two (2) complimentary season tickets, including playoffs.

HALF PAGE AD: \$800 +HST

Dimensions: 7.5" W x 4.75" H

50

- Includes two (2) complimentary season tickets, including playoffs.

GAME DAY PROGRAM

Place an advertisement for your business in our game day program, which is available in both printed and digital formats (the digital version is accessible on our website).

QR codes linking to the online program will be distributed in the lobbies during games. All advertisements in the digital program will be displayed in full color for the 2025 season.

QUARTER PAGE AD: \$650 +HST

Dimensions: 3.5" W x 4.75" H

BUSINESS CARD AD: \$500 +HST

Dimensions: 3.5" W x 2" H

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- Includes two (2) complimentary season tickets, including playoffs.

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ADDITIONAL RECOGNITION OPPORTUNITIES

AVAILABILITY SUBJECT TO CHANGE

If you have any additional recognition ideas you wish to discuss, please contact:
Pete Dalliday · 705-868-3574 · petedalliday@gmail.com

DIGITAL MEDIA RELATED OPPORTUNITIES:

PRE-GAME INTERVIEW SPONSOR

- Your business social media accounts will be tagged in all pre-game interview clips uploaded to Instagram and Twitter.
- [CLICK HERE](#) to see an example clip from last season.

POST-GAME INTERVIEW SPONSOR

- Your business social media accounts will be tagged in all post-game interview clips uploaded to YouTube and Twitter.
- Lakers will display signage (provided by your business) in the background of post-game interviews.



All clips are uploaded to the official Lakers YouTube channel and social media platforms.

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AVAILABILITY SUBJECT TO CHANGE

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LAKERS HIGHLIGHT CLIPS SPONSOR

- Your business social media accounts will be tagged as the sponsor of the highlight clips.
- Logo will appear in the corner of each clip.
- Price is dependent on the number of clips you're willing to sponsor.
- [CLICK HERE](#) to see an example clip from last season.

LAKERS "MIC'D UP" SEGMENT SPONSOR

- Your business social media accounts will be tagged in every Mic'd Up clip.
- Logo will appear in the corner of each clip.
- Price is dependent on the number of clips you're willing to sponsor.
- [CLICK HERE](#) to see example clip from last season.

"PLAYS OF THE WEEK" SPONSOR

- Your business logo will be broadcast on the video board as the presenting sponsor of the YourTV "Lakers' Plays of the Week" video.



ADDITIONAL RECOGNITION OPPORTUNITIES

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“HARDEST WORKING PLAYER OF THE GAME” SPONSOR

- Business will present the award, with PA announcement.
- Option for business to present the winning player with gift/ promo item on the floor.
- Business can provide and display its own signage and/or pop-up banner during presentation.
- Pictures will be taken every game to be featured in a lineup insert the following game and across Lakers’ social media.

“TRIVIA QUESTION OF THE GAME” SPONSOR

- PA announcement and business logo broadcast on the video ring as the presenting sponsor of the “Trivia Question of the Game”.

“LAST MINUTE OF PLAY” SPONSOR

- PA announcement during the last minute of play of each period. Business logo broadcast on the video ring during each announcement.



LOGO PLACEMENT ON ALL JERSEYS (HOME & AWAY)

- Availability on the right chest, both sleeves, both shoulders of jersey and the left leg of shorts.

ADDITIONAL RECOGNITION OPPORTUNITIES

AVAILABILITY SUBJECT TO CHANGE

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FIRST PERIOD PRESENTING SPONSOR

- Includes PA announcement and video ring placement during every 1st period.
- 15 second promo spot aired at the beginning and end of the specified period every game on the YourTV by Cogeco broadcast.
- Business logo will appear on the broadcast scoreboard for the duration period.

SECOND PERIOD PRESENTING SPONSOR

- Includes PA announcement and video ring placement during every 2nd period.
- 15 second promo spot aired at the beginning and end of the specified period every game on the YourTV by Cogeco broadcast.
- Business logo will appear on the broadcast scoreboard for the duration period.

THIRD PERIOD PRESENTING SPONSOR

- Includes PA announcement and video ring placement during every 3rd period.
- 15 second promo spot aired at the beginning and end of the specified period every game on the YourTV by Cogeco broadcast.
- Business logo will appear on the broadcast scoreboard for the duration period.

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DAVID PICKERING

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