

INTEGRITY. CHARACTER. LEADERSHIP



2025-2026

PARTNERSHIP OPPORTUNITIES



THE WAIT IS OVER!

The Steinbach Pistons have entered a new era in 2025 as the Southeast Event Centre has become our home. History was made on March 14th as we played the inaugural game in the stunning new facility to a full house. A sense of community was felt like never before in Steinbach as over 2300 people gathered to support our team and celebrate SEC's opening.

The 2024-25 season did not end in the manner we had planned but overall, there were many positive takeaways and saw players grow and develop both on and off the ice. The team finished with the 2nd best record during the regular which spoke to the consistency of the group. 3 Pistons earned NCAA D1 commitments this season with 17-year-old Reece Gault and fellow 17-year-old Brody Green committing to Northern Michigan University and 19-year-old Grady Hoffman to Tennessee State University. Noah Szabo will be playing for the University of Windsor this coming season and Brayden Barnett will suit up for the University of Regina. This team was once again very close and found it difficult to part ways at seasons end largely due to the relationships they formed with one another; with their billets and the friendships they built in the community.

One of our largest annual fundraisers is our crop program and 2024 presented another successful crop for us. We are thankful for Henervic Farms who planted 112 acres of corn last summer. It was the 5th year that they have managed the crop. The 2025 crop will be grown by Kohmar Farms and this will be their 3rd year. We are extremely grateful for these farms and their families for their contribution.

On behalf of our staff and Board of Directors, I would like to extend a heart felt thank you to our sponsors, season ticket holders, volunteers, billets and our community who played a huge role in supporting our players this past season and believing in what we do. Thank you for your patience as we worked through the move to our new home. We are so grateful for the financial support from our corporate community and our fans as we would not exist and thrive without this support. We believe you share in our vision and for this reason we trust that you recognize the positive value of our program. With your financial support along with many others we can continue to build a tradition that focuses on our core values and provides our players with a strong foundation that they can carry with them during their life after hockey.

I can't recall an off season with as much excitement and anticipation as we embark on our first season opener this September in the Southeast Event Centre. We look forward to seeing the return of some key players, the arrival of many fresh faces and waiting to see who emerges as our leadership group. Our commitment to our community is to once again to immerse ourselves in the community and our region and serve and connect with our people. Thank you to the community of La Broquerie for graciously hosting us for an extended period as they provided us a home for 2 seasons.

Our staff has began planning and working towards making the experience at Pistons games more exciting and memorable then ever beginning this fall. Please join us as we move forward into the next generation of Pistons Hockey and let's continue to build community together!

Sincerely,

Paul Dyck, Head Coach/GM
Steinbach Pistons

MESSAGE FROM THE HEAD COACH



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**STEINBACH-BORN
TY PAISLEY SCORES THE
PISTONS FIRST-EVER GOAL
IN THE NEW SOUTHEAST
EVENT CENTRE**

March 14, 2025



ABOUT THE STEINBACH PISTONS



OUR VISION

TO BE THE BEST
JUNIOR HOCKEY
PROGRAM IN CANADA

OUR MISSION

TO PROVIDE THE MENTORSHIP,
OPPORTUNITIES, AND
CHALLENGES NEEDED TO DEVELOP
INDIVIDUALS OF CHARACTER,
LEADERSHIP, AND INTEGRITY.



**3-TIME MJHL
CHAMPIONS**
2013, 2018, 2023

**ANAVET CUP
CHAMPIONS**
2018

**7-TIME MJHL
FINALISTS**

**5-TIME MJHL REGULAR
SEASON CHAMPIONS**

ESTABLISHED: 2009

LEAGUE: MANITOBA JUNIOR HOCKEY LEAGUE

HEAD COACH GENERAL MANAGER: PAUL DYCK

BOARD OF DIRECTORS

President: Grant Lazaruk, **Vice-President:** Claude Vielfaure

Kent Ledingham, Patrick Penner, Darren Klassen, Dale Wohlgemuth, David Banman

INTEGRITY. CHARACTER. LEADERSHIP.

CORE VALUES



RESPECT

Recognition that others have the right to speak and act, and that they have valuable knowledge and experience to share.



VISIONARY

Establish goals, create a plan to reach them, and pursue them passionately without losing sight of today's responsibilities and commitments.



DETERMINATION

The ability to see difficulties as challenges, obstacles as opportunities, and problems as undiscovered solutions.



SERVICE

Putting others before self, seeking opportunities to aid others, in sport, work, family, and community.



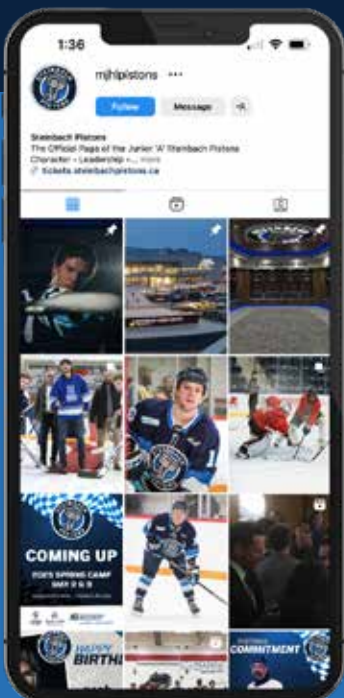
INTEGRITY

Adhering to the principles that benefit teammates, family, and community, in competition and in life.



EDUCATION

Seeing the value in and setting a strong focus on education.



SOCIAL STATS

*as of April 15, 2025

Nearly 17,000 followers across all social platforms plus over 2,500 subscribers to our Pistons official app. The team's following has grown by over 2,000 across all platforms in March alone since the team moved back to Steinbach in the Southeast Event Centre.



INSTAGRAM

6,633

X TWITTER / X

4,600

f FACEBOOK

3,800

🎵 TIKTOK

1,800



VENUE INFO

SOUTHEAST EVENT CENTRE

321 Elmdale Street, Steinbach, Manitoba, R5G 1M2

ESTABLISHED: 2025

GENERAL MANAGER: Jeffrey Bannon

CAPACITY: 2,617 can be increased to 2,713 by adding more seats in section 114. Our premium seating areas make our facility equivalent to a 3,200-seat facility.

ATTENDANCE STATS

We welcomed over **11,000 fans in the first 5 games** at the Southeast Event Centre with a record crowd of 2,475 at the last game.

Potential to welcome up to 75,000 fans during the 2025-26 season.



The Southeast Event Centre, a non-profit community organization, is deeply committed to giving back. Our passion lies in bringing people together and creating unforgettable experiences, while providing world-class service for all, promises to bring you an exceptional event.

Learn more about the Southeast Event Centre at southeasteventcentre.ca.

Gather Here. Play More. Grow Here.

SEASON SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS	DIAMOND \$12,500 / season	PLATINUM \$10,000 / season
1 game day sponsorship	✓	
1 video announcement at all regular season home games where a Pistons player will appear on the jumbotrons to recognize our diamond partners followed by a graphic with your business logo	✓	✓
Business logo prominently displayed on a banner located on the concourse as you walk in	✓	✓
Graphic displayed on right pillar of jumbotrons during every home game recognizing your business	✓	✓
Opportunity to have a video commercial played on the jumbotrons before each home game	30 seconds	15 seconds
Banner ad on Pistons app	✓	
Business logo on monthly social media post recognizing our corporate partners	✓	✓
Business logo on sponsor page of the Pistons website with a link to your business' website	✓	✓
1 table to the 2026 Fire and Ice Banquet	✓	✓
1 foursome in the 2025 Golf Tournament with hole sponsorship	✓	✓



SPONSORSHIP LEVELS	1ST STAR \$5,000 / season	2ND STAR \$2,500 / season	3RD STAR \$1,000 / season
1 video announcement at all regular season home games where a Pistons player will appear on the jumbotron to recognize our corporate partners followed by a graphic with your business logo	✓		
Logo displayed on the right pillar of our jumbotrons during every home game, recognizing your business at your sponsorship level	✓	✓	
Business logo displayed on banners, located on the concourse as you walk in, recognizing our corporate partners	✓	✓	✓
Business logo on monthly social media post recognizing our corporate partners	✓	✓	✓
Business logo on sponsor page of the Pistons website with a link to your business' website	✓	✓	✓



GAME DAY + SEASONAL SPONSORSHIP OPPORTUNITIES

\$1,000/GAME

REGULAR SEASON GAME DAY PARTNER

- Up to 20 game day tickets
- Business logo in Pistons game day social media post
- 3 PA announcements along with a graphic on the jumbotron exclusive to your business during the game
- Graphic displayed on right pillar of jumbotrons recognizing your business as the game day sponsor
- Opportunity for signage to be displayed on the concourse or by the entrance to the concourse
- Table space on the concourse
- Opportunity to play a 15-30 second commercial during the game
- Opportunity to host 1st period intermission contest on the ice
- Opportunity to host promotional giveaway during the game

\$1,250/GAME

PLAYOFF GAME DAY PARTNER

- Up to 20 game day tickets
- Business logo in Pistons game day social media post
- 3 PA announcements along with a graphic on the jumbotron exclusive to your business during the game
- Graphic displayed on right pillar of jumbotrons recognizing your business as the game day sponsor
- Opportunity for signage to be displayed on the concourse or by the entrance to the concourse
- Table space on the concourse
- Opportunity to play a 15-30 second commercial during the game
- Opportunity to host 1st period intermission contest on the ice
- Opportunity to host promotional giveaway during the game



\$10,000/SEASON

50/50 PARTNER

- PA Recognition during all 50/50 related announcements (4 or more per game)
- Logo prominently displayed on the jumbotrons on all graphics related to the 50/50 during home games
- Logo on social media promo of the 50/50
- Logo on every printed 50/50 ticket sold in the building
- Signage on our 50/50 kiosk on the concourse
- Logo on 50/50 seller's apparel
- Business name on partner page of the Pistons website with link to your business' website

\$5,000/SEASON

REPLAY SPONSOR

- Graphic displayed on the jumbotron recognizing your business before and after every replay played during every home game

T-SHIRT CANNON SPONSOR

- PA announcement along with a graphic on the jumbotron at every home game recognizing your business as the T-Shirt Cannon sponsor
- Business logo on the T-shirts fired out of the T-Shirt cannon
- Business logo on the T-shirt cannon

\$4,000/SEASON

HOCKEY CARD PARTNER

- Hockey Card Nights occur 6 times during the season
- Business logo on the hockey cards, which fans can get signed by the players after the game.
- 3 PA announcements recognizing your business and the event during the participating games
- Recognition on social media before and after the participating games
- Opportunity to put up branded banner at the player autograph table
- Hockey Cards are also given out at schools, youth group outings, parades, etc.

\$3,500/SEASON

GOAL SPONSOR

- PA announcement along with a graphic on the jumbotron after every Pistons goal recognizing your business as the goal sponsor (average of 4.5 goals per game in 2024-25)

POWER PLAY PARTNER

- PA announcement along with a graphic on the jumbotron recognizing your business before every Pistons Power Play

PENALTY KILL PARTNER

- PA announcement along with a graphic on the jumbotron recognizing your business before every Pistons Penalty Kill

\$3,000/SEASON

LAST MINUTE OF PLAY

- PA announcement along with a graphic on the jumbotron recognizing your business at the last minute of play of every period

PERIOD SPONSOR (3 AVAILABLE)

- Business logo displayed in bottom corner of jumbotrons during game play during one period of each home game for the entire season

IN THE COMMUNITY

- Business logo displayed on weekly social media post where we highlight what the team is doing in the community
- PA announcement and brand recognition on jumbotrons when we highlight community initiatives

GAME HIGHLIGHTS

- Business logo displayed on jumbotrons during each intermission when the highlight pack is displayed
- Business logo on post-game highlight pack posted to our website, youtube, and our social media channels - as an added perk, these highlight packs are often shared by local media

\$2,500/SEASON

SHOTS ON GOAL

- PA announcement along with a graphic on the jumbotron recognizing your business after every period with shot totals

OUT OF TOWN SCOREBOARD

- PA announcement recognizing your business alongside the out-of-town scoreboard every period along with a graphic on the jumbotron

MUSIC PLAYLIST SPONSOR

- Business logo on Pistons Player Playlist Poll social media post leading up to 15 home games per season where fans vote on whose player's playlist, they would like to hear at the upcoming weekend game
- PA announcement during the second period of the 15 home games the music playlist is activated recognizing your business as the music playlist sponsor
- Business logo on graphic shown on the jumbotrons when each song of the music playlist is playing

\$2,000/SEASON

THREE STARS OF THE GAME

- Exclusive PA recognition at the end of the game when presenting the game's 3 stars.
- Recognition on social media at the end of the game alongside the 3 Stars graphic
- Business name on the year end trophy awarded to the player who led the team in the 3-star selections

BIRTHDAY SHOUTOUT SPONSOR

- 1 PA announcement at every regular season and playoff game where your business will be recognized as the birthday shoutout sponsor
- Business logos on Pistons player birthday social media post

PUCK SPONSOR

- Business logo on one side of all game and practice pucks

STARTING LINEUP

- PA announcement along with a graphic on the jumbotron recognizing your business during the pre-game starting lineup

PERIOD SCORING SUMMARY

- PA announcement along with a graphic on the jumbotron recognizing your business during the scoring summary at the end of the first and second period

FIRST PUCK OUT OF PLAY

- PA announcement along with a graphic on the jumbotron recognizing your business as the sponsor of the first puck to go out of play along with a safety message to fans to be aware of flying pucks



7TH SKATER ON THE ICE

- PA announcement along with a graphic on the jumbotron recognizing your business as the sponsor of the minor hockey player who skates out onto the ice during pre-game introductions.
- Business logo will be displayed on the 7th skater jersey

WARMUP SPONSOR

- PA announcement at the start of the pre-game warm-up recognizing your business as the pre-game warmup sponsor
- Business logo on the bottom corner of the jumbotrons when live camera shots are shown of pre-game warmup

PRE-GAME NOTES

- Short video played before each game where our broadcast team breaks down the matchup. Your business would be mentioned in the intro and outro of the pre-game notes video played before each game on the jumbotrons
- Business logo on the bottom corner of the jumbotrons when the pre-game notes video is playing

SAVE OF THE GAME

- PA announcement along with a graphic on the jumbotron recognizing your business during the save of the game announcement

SEASON TICKET HOLDER OF THE GAME

\$2,000/SEASON + PRIZING

- PA announcement during every regular season home game recognizing your business as the sponsor for the season ticket holder of the game
- Business logo on the bottom corner of the screen during the season ticket holder of the game announcement

MAGNET SCHEDULE

- Business logo on Pistons Magnet Schedules that get handed out to fans at the beginning of the season

REFEREE SPONSOR

- PA announcement along with a graphic on the jumbotron recognizing your business as the sponsor of the on-ice officials

\$1,500/SEASON

3 MINUTE WARNING

- Graphic displayed on the jumbotron recognizing your business during the 3-minute warning before the start of the 2nd and 3rd periods

HIT OF THE GAME

- PA announcement along with a graphic on the jumbotron recognizing your business during the hit of the game announcement



IN GAME ACTIVATIONS

(9 AVAILABLE)

\$1,000 + PRIZING

- Game day activation of your choice where we find creative ways to promote your business by giving away your product or associating your brand with a fun game to engage with fans and create energy during the game
- Includes activations at 10 regular season games
- Option to include playoffs for an additional \$750 (3 available)



EQUIPMENT ADVERTISING

\$5,000/SEASON

WHITE JERSEY SPONSOR 3-YEAR COMMITMENT

- Business logo displayed on the back of the Pistons white game jerseys. These jerseys are worn at home for the first half of the season, on the road for the second half, then at home again for the playoffs. The only exception is when the 3rd jerseys are mixed in for a select number of games.
- Jerseys are auctioned off to fans after 3 years with your logo remaining on the back for the lifetime of that jersey
- Business logo is visible as jerseys are worn by the players at community events throughout the season
- Business logo often visible on jerseys in photos shared on social media and on our website post-game



\$2,500/SEASON

HELMET ADVERTISING

- Business Logo on each side of the players' helmets





MEDIA SPONSORSHIP



COMMERCIALS

Playing commercials during Pistons games offers your business the unique opportunity to showcase your product/service to up to 2000 plus fans per game. Ads are sold in 10 game packs and would be played during intermissions.

**30 SECOND COMMERCIAL
WITH AUDIO (6 AVAILABLE)
\$1,000 / SEASON**

**15 SECOND COMMERCIAL
WITH AUDIO (6 AVAILABLE)
\$650 / SEASON**



PISTONS APP

The Pistons App is downloadable on Apple/Android devices. The App provides a quick and easy way for Pistons fans to get up-to-date on how the team is doing and when the team will be on the ice next. During a typical season, the app is viewed over 4000 times every month. The app has been downloaded on over 2500 devices and counting.

**MAIN APP PARTNER
\$3,500 / SEASON**

- Banner will be displayed on the app's start up screen, which will be seen every time the app is opened
- Banner that will be in rotation on the app's main menus
- Whenever we talk about the app it will be mentioned as "Powered By 'Your Business'"

**INTERACTIVE APP SPONSOR
\$2,500 / SEASON + PRIZING**

- Own either of the following interactive app features:
Pistons poll, check-in, who will score the first goal, hardest working player, etc.
- Interact with the game by voting on who you think will score the first goal, check-in to win prizes, pick the hardest working player or pick the game's three stars for the chance to win!
- Fans will be directed to your app feature through push notifications from the app, game day program ads and PA announcements
- Banner ad that will be in rotation on the app's main menus

**BANNER PARTNER (4 AVAILABLE)
\$750 / SEASON**

- Bottom banner that will be in rotation on the app's four main menus



#14

REECE GAULT
DEFENCEMAN

NCAA DIVISION 1 Commitment
North Michigan University, MI
Pistons Career: 2024-present

COMMUNITY TICKET PROGRAM

The community ticket program offers tickets to classrooms, minor hockey teams, and community organizations within our region on your behalf. We want to make sure all youth in our region get to enjoy an evening out at a Pistons game throughout the season. Your sponsorship of the community ticket program supplies groups with a minimum of 25 youth tickets to 15 Pistons home games throughout the season. This also includes a PA shoutout during the game welcoming the kids to the game and showing the group on the jumbotrons.

CLASSROOM OF THE GAME
\$2,000 / SEASON

**MINOR HOCKEY TEAM
OF THE GAME**
\$2,000 / SEASON

**COMMUNITY ORGANIZATION
OF THE GAME**
\$2,000 / SEASON





JOIN US IN **A NEW ERA OF** **EXCELLENCE**



GET SEASON TICKETS

TICKET TIER	SEASON PRICE	SEATING		EASY ACCESS	EXCLUSIVE ACCESS	PRIORITY SEATING
	SAVE \$116 with season ticket pricing	Comfortable fold-down seat with cupholder	Individual stool with tabletop	Convenient entry and exit	Invitation to exclusive season ticket holder events throughout the year	First right of refusal to your seat for all major ticketing events
P3	\$379	✓			✓	✓
P2	\$435	✓			✓	✓
P1	\$495	✓			✓	✓
P1 PLUS	\$554		✓	✓	✓	✓
CLUB 345 seats	\$1,015	✓	✓		✓	✓



JOIN THE CLUB

Immerse yourself in the game like never before in our cutting-edge Steinbach Auto Dealers Premium Lounge. This exclusive area boasts a private bar, in-seat service, and private Premium Lounge washrooms, offering an unparalleled experience.



Learn more about pricing and season ticket details at tickets.steinbachpistons.ca

#35

CHRISTIAN GREEN

GOALTENDER

NCAA DIVISION 3 Commitment

Neumann University, PA

Pistons Career: 2024-2025



PROGRAM SUPPORT



AWARD SPONSOR

\$1,000 / SEASON

- Awards plaque with the name of your business to be displayed in the centre trophy case, and on the award given to the player at the end of the year.
- Your business name and a link to your website should appear on the Pistons website's partner page.
- Recognition on social media and the Pistons website at the year-end awards banquet



AWARDS

- MVP
- True Grit
- Top Scorer
- Top Defenseman
- Most Improved
- Rookie of the Year
- Academic Excellence
- Player of the Month
- Community Service and Leadership
- 3 Stars
- Playoff MVP



PISTONS PREFERRED RESTAURANTS

We will promote your business as the restaurant of choice to hundreds of incoming players and parents at our Spring Camp, Rookie Camp, Main Camp, and to the families of our players during the season.

PREFERRED PARTNER (10 AVAILABLE) \$350 / SEASON

- Business logo displayed in restaurant guide
- Restaurant description
- Restaurant address

FEATURED PARTNER (3 AVAILABLE) \$650 / SEASON

- Image of your choice showcasing your restaurant
- Business logo displayed in restaurant guide
- Brief description of your restaurant
- Restaurant address

PREMIUM PARTNER (1 AVAILABLE) \$750 / SEASON

- Half page advertisement in the restaurant guide with the opportunity to include a coupon in the guide
- Image of your choice showcasing your restaurant
- Business logo displayed in restaurant guide
- Brief description of your restaurant
- Restaurant address



AS A STEINBACH PISTON SPONSOR, YOU ARE INDIRECTLY HELPING SUPPORT THESE ESSENTIAL PROGRAMS.

TOGETHER WE CAN MAKE A LASTING IMPACT!

CHAPEL PROGRAM

Led by our Chaplain Mike Kehler, the Chapel Program plays a key role in supporting our players' personal development. Mike builds strong, meaningful relationships with the team, providing them with encouragement and a safe space off the rink. While participation is optional, most players take part every two weeks. Sessions include team-building activities, shared meals, and an inspirational message from the Bible. Your support for this program helps cover costs and ensures that Mike can continue offering guidance, support, and mentorship.



BILLET SPONSOR

The Billet Family Program is a foundational part of every junior hockey player's experience. During their time with the Pistons, every player stays with a billet family who provides a home away from home. These families are vital to the players' success, offering not only housing but also proper nutrition to keep them at peak performance. Families receive \$450 per month, per player, to help cover the cost of groceries. Your donation directly supports these billet families, allowing them to create a welcoming and supportive environment for our players.



LEGACY PROGRAM

Launched in the 2013/14 season, the Legacy Program gives our players the opportunity to pursue post-secondary education while playing for the Pistons. This initiative isn't just about hockey; it's about shaping futures. Contributions to the program directly support players' educational goals, helping them grow both as athletes and individuals, while building a stronger team on the ice.



#28

BRODY GREEN

FORWARD

NCAA DIVISION 1 Commitment
Northern Michigan University, MI
Pistons Career: 2024-present





CROP PROGRAM

The Steinbach Pistons, along with Henervic Farms launched the Crop Program in 2014-2015 and without a doubt, it turned out to be a big success. The program gives us an opportunity to educate our players on the importance of sustainable agriculture and allows us to partner with businesses within the core industry of our region in one of our biggest fundraisers of the year. We now have 3 farms on board in rotation with Henervic Farms, Herbsigwil Farms, and Kohmar Farms. The Pistons are very thankful for these farms' expertise in facilitating the project. This year, the Peters family from Henervic Farms has graciously planted 110 acres of corn for the Pistons. We are seeking your support in helping cover the costs of producing a plot of land.

TICKET TIER	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
SEASON PRICE	\$10,000+	\$5,000+	\$3,000	\$1,000
Credit towards season tickets	\$2,000	\$1,000	\$500	
Business recognized as a sponsor of our Ag Game night with opportunity to set up a booth to engage with fans	✓	✓	✓	✓
Brand recognition in 10 second crop program ad that will run in the SEC digital advertising loop on both game days and non-game days	✓	✓	✓	
Business logo in all 3 videos created annually for the crop program	✓	✓	✓	✓
Invitation to summer appreciation BBQ held at the farm	✓	✓	✓	✓
Tickets to the 2026 Fire and Ice Banquet	4			
Passes to the Pistons Golf 2025 Tournament	4			
Business name on partner page of the Pistons website with link to your business' website	✓	✓	✓	✓

**THANK YOU FOR
YOUR SUPPORT**



For more information contact:

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STEINBACHPISTONS.CA

