

GREATER TORONTO
HOCKEY LEAGUE



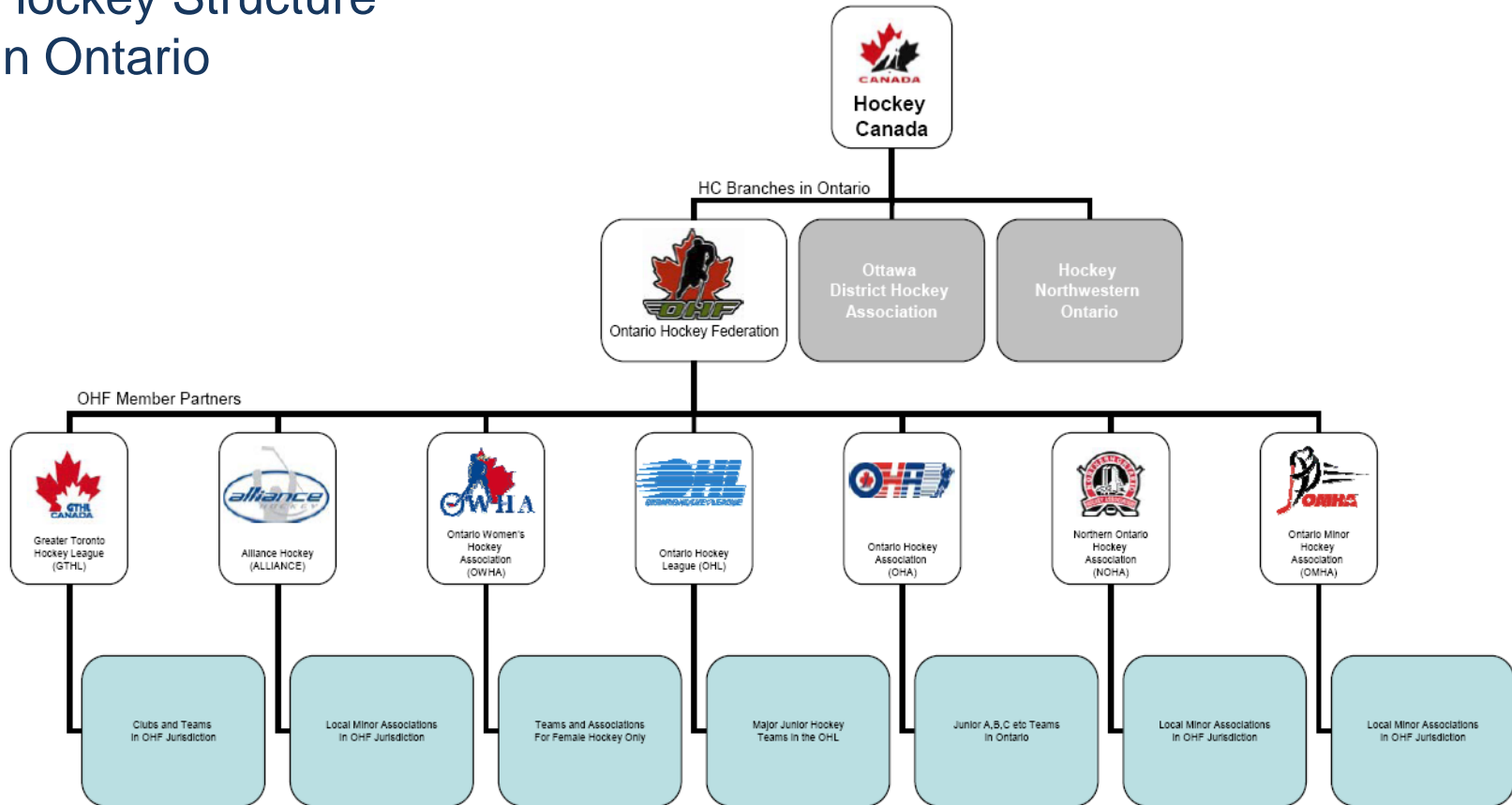
Media Kit

2014-15



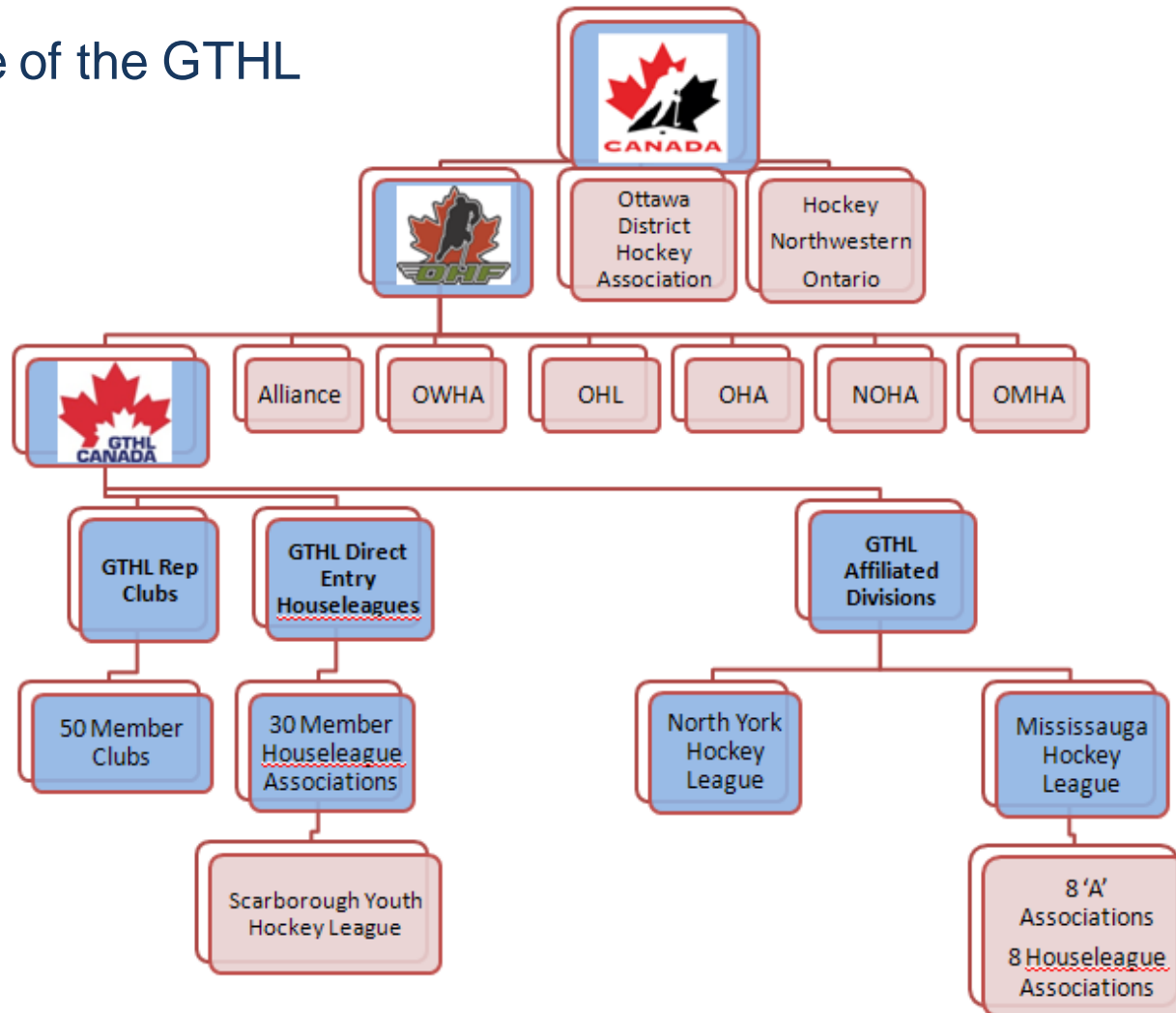


Hockey Structure in Ontario





Structure of the GTHL







The GTHL is Canada's premier minor hockey league and the largest minor hockey league in the world!

Partner with The Greater Toronto Hockey League to reach more than 37 000 hockey players and 75 000+ hockey moms and dads. Whether it be waking up early for practice on a Saturday morning or driving to playoff games during a snow storm.....hockey players, moms and dads are passionate about their sport and loyal to the game. Don't miss this opportunity to promote your message to the biggest and best group of hockey consumers in Canada.



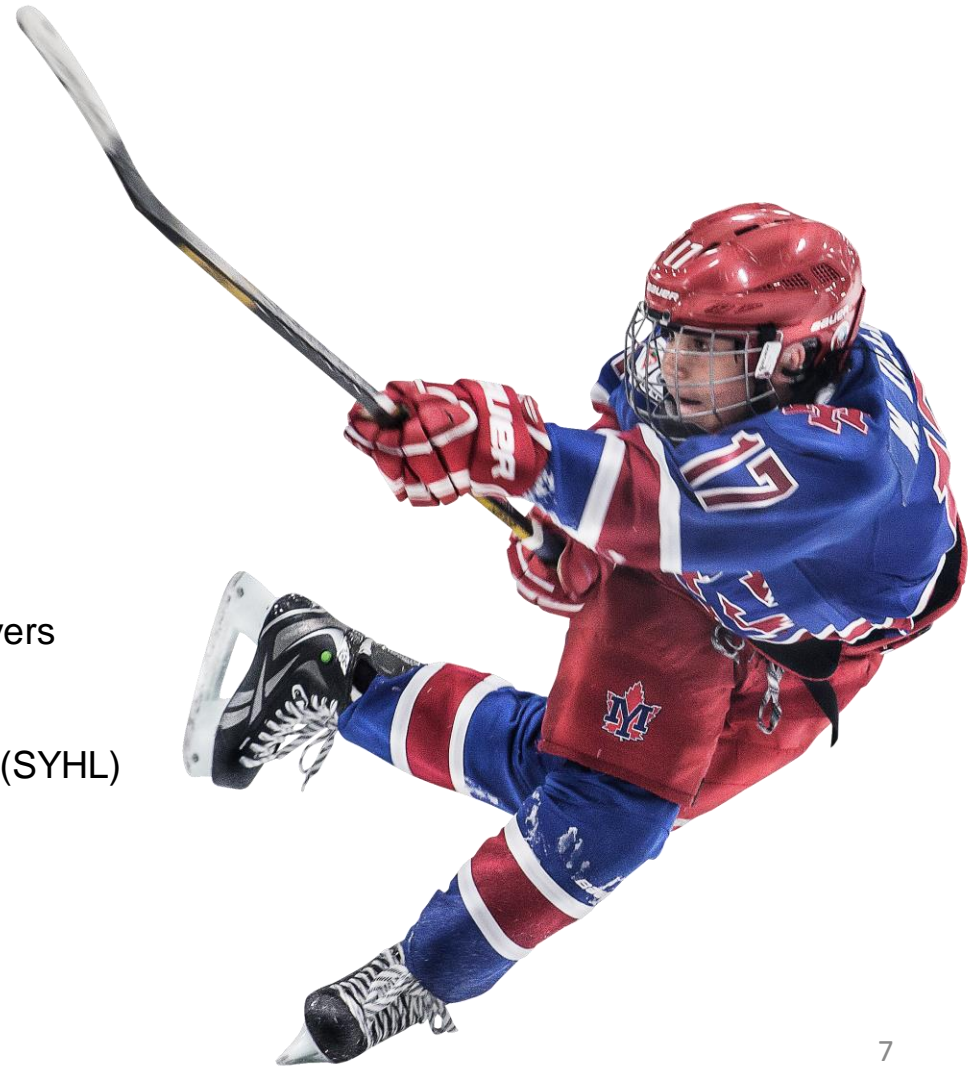


GTHL Rep League:

- Minor Atom (9 years of age) to Juvenile (up to 20 years of age)
- Approximately 10,000 rep players
- 53 member clubs with 540+ teams
- 500 games per week
- 51 arenas (77 ice pads total) across the GTA

GTHL Affiliated House Leagues:

- Ages 4 and older
- Approximately 30,000 House League Players
- GTHL provides jurisdiction for:
 - Mississauga Hockey League (MHL)
 - Scarborough Youth Hockey League (SYHL)
 - North York Hockey League (NYHL)





Formed in 1911 by the late Frank D. Smith Over the past decade – each year – there have been at least 65 active NHL roster players who were graduates of the GTHL system. Some past and present hockey greats include:

- Ken Dryden
- Brad Park
- Larry Murphy
- Paul Coffey
- Brendan Shanahan
- Eric Lindros
- Mike Gartner
- Adam Graves
- Rick Nash
- Jason Spezza
- Mike Cammalleri
- P.K. Subban
- John Tavares
- Jeff Skinner
- Tyler Seguin
- Brent Burns
- Mark Giordano
- David Clarkson
- Wayne Simmonds
- Alex Pietrangelo
- Sam Gagner
- Connor McDavid
-And many more!





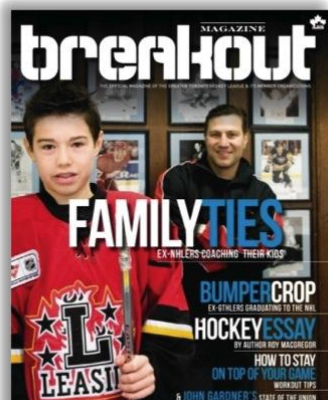
Play Now. Win Forever.







Breakout Magazine



Breakout Magazine is filled with professionally-written stories, interviews, advice and updates from around the minor leagues; all the way to the NHL.

Count on us to feature the newest equipment, trends, training, fitness and nutritional programs - all delivered in one publication directly to the homes of our members.

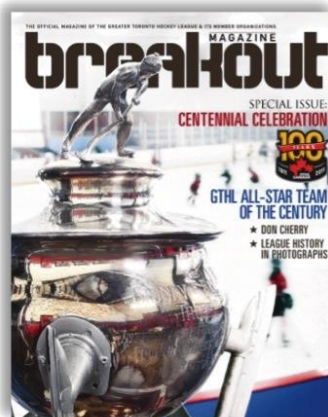
Our magazine also promotes the HOCKEY LIFESTYLE. Families dedicated to Canada's favourite pastime love to watch their children play and compete!

Delivered to 30,000 member homes 3x per season!
Your opportunity to reach:

2,800 minor hockey teams

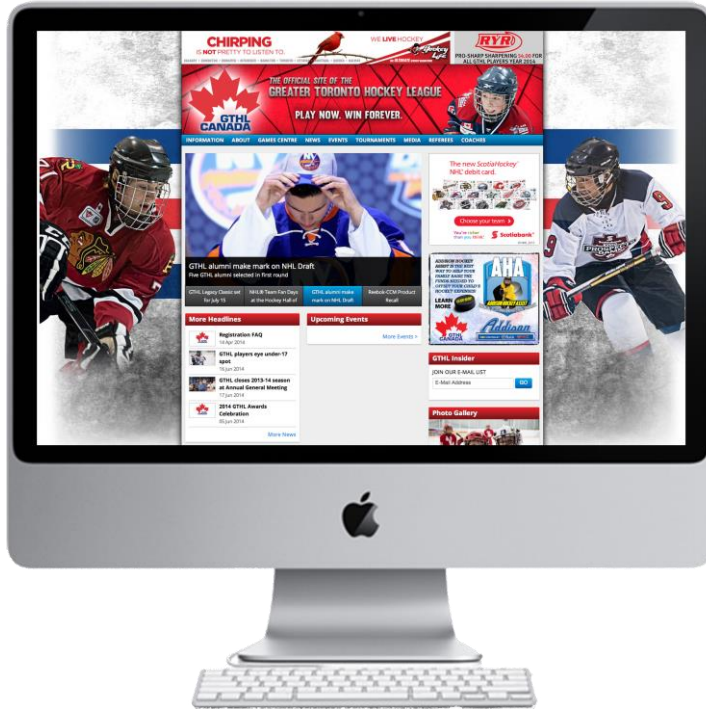
37,000+ minor hockey players

75,000 + hockey moms and dads





GTHL Website

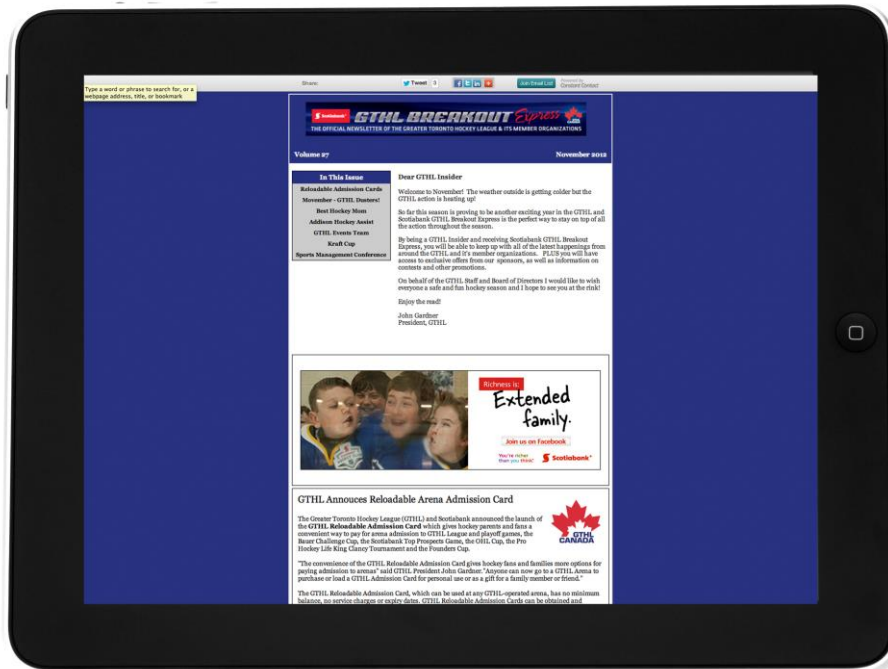


High Traffic site used daily by thousands!
Average of 320,000 visits per month during season
Average of 750,000 page views per month during season
Average of 70,000 unique visitors per month during season





GTHL Newsletter



- Over 43,000 email addresses updated each year
- Keep in touch with GTHL members with our monthly email newsletter
- Current events, feature stories, tips, and other useful information for all of our members

GTHL Insider

JOIN OUR E-MAIL LIST

E-Mail Address

GO

- Sign-up option on GTHL homepage



GTHL Special Events





GTHL Special Events

GTHL Legacy Classic Golf Tournament



- Annual Event - July
- 36 foursomes
- All proceeds go toward the GTHL Legacy Fund
- Live/Silent Auction
- Lunch and Dinner
- Lots of prizes
- Lots of Fun
- All for a good cause



GTHL Special Events

GTHL Puck Drop Weekend



Event Details:

- Annual event in September
- Over 200 GTHL A, AA and AAA rep teams will play games on 6 pads
- Thousands of hockey players and hockey families, coaches and volunteers – over 10,000 people in one weekend!
- Puck Drop features GTHL Hockey Fan Festival in and outside Canlan York
- Celebrity appearances, interactive displays, consumer intercepts, etc...

Sponsor Benefits:

- Prime space at Fan Fest
- Activation opportunities for Hockey initiatives / properties
- Ability to reach large targeted market at once



GTHL Events Team

- Great way to engage your brand with the GTHL community
- Experiential marketing/Sampling opportunities
- Reach new, young customer base
- Create new business opportunities
- Contest Opportunities





GTHL Corporate Partners

Join a roster of Blue Chip partners





GTHL Snap Shots





GTHL Snap Shots



