

**GET WILD AND  
PARTNER WITH  
THE CHICAGO  
COUGARS!**



Get tickets at [chicagocougarshockey.com](http://chicagocougarshockey.com)

**In the heart of the Chicago jungle, the Cougars reign supreme. We're not merely a junior hockey team; we're the apex predators of talent, the roaring pulse of a vibrant community, and an advertising savannah ripe for exploration. Prepare to unleash your brand's inner beast and stalk the wild success that awaits through our thrilling avenues, setting your business apart with the grace and power of a jungle's mightiest big cat.**



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UNLEASH YOUR  
REACH WITH  
UNPARALLELED  
EXPOSURE



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The background features a faded image of a hockey player in a white jersey with yellow and green accents, wearing a white helmet. A yellow cougar logo is visible on the player's chest. The text is overlaid on this background. The top and bottom of the page are decorated with green leaf patterns and orange horizontal bands.

**WELCOME TO THE CHICAGO COUGAR EXPERIENCE**  
where we're dedicated to propelling your success to new heights. Our mission is simple but powerful, and we deliver it through:

**RINK SIGNAGE:**

Immerse your brand in the heart of the action, front and center for all to see.

**YOUTH HOCKEY EVENTS:**

Engage with the future superstars of the game, building connections that last.

**CHICAGO COUGARS ON-ICE THRILLS:**

Be part of the heart-pounding excitement that defines our games, electrifying the crowd.

**DYNAMIC DIGITAL ADVERTISING:**

Seamlessly connect with our diverse online platforms, capturing a wide and engaged audience.

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## **A COMMUNITY-FIRST APPROACH**

Supporting the Chicago Cougars isn't just about hockey; it's about nurturing our community. When you advertise with us, you're backing:

### **FREE PUBLIC APPEARANCES:**

Connect with local schools and nonprofits, becoming a beacon of support in our community.

### **DIRECT EXPOSURE:**

Engage with our talented roster of young players who proudly wear your logo, showcasing your brand on and off the ice.

### **ADVERTISING IMPACT:**

Make a bold statement of support for the team, junior hockey, and our community, leaving a lasting impression.



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# HOME GAME ACTION OPPORTUNITIES

- GOAL OF THE GAME
- COUGARS POWER PLAY
- COUGARS PENALTY KILL
- EMPTY-NET GOAL
- HAT TRICKS
- FINAL FIVE (FINAL FIVE MINUTES OF EACH PERIOD)



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# PLAYER-FOCUSED ADVERTISING

## TEAM JERSEY PATCH:

Your logo seamlessly integrated into our players' jerseys, ensuring maximum exposure.

## INDIVIDUAL PLAYER JERSEY PATCH:

Personalize your connection with your favorite player's home and away jerseys.

## WARM-UP JERSEY:

Create a custom warm-up jersey for year-long brand visibility.

## TRACKSUIT PATCH:

Elevate your brand recognition on the official Chicago Cougars track suits, worn at all team events and public outings.

## HELMET DECAL:

Gain visibility with your brand on player helmets during all games, receiving significant exposure on broadcasts and in media coverage.

## PANTSHELL PATCH:

Be a prominent part of our uniform, featuring in marketing efforts, community appearances, broadcasts, and local media coverage.

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A background image of a Chicago Cougars hockey player in a white jersey with yellow and green accents, smiling. The player is wearing a white helmet with a clear visor. The jersey features a cougar logo on the chest and the number 17 on the sleeve. The background is decorated with green leaf patterns at the top and bottom, and orange and white horizontal stripes. There are also black, torn-paper-like shapes in the corners.

## EXPLORE AN ARRAY OF ADVERTISING OPPORTUNITIES

### GAME PROGRAM ADS:

Customize full-page, half-page, or quarter-page ads for season-long visibility.

### ARENA BANNERS:

Secure a permanent spot for your brand's display during home games with various size options.

### ON-ICE PROMOTIONS:

Engage and entertain fans with brand-integrated entertainment during Chicago Cougars games.

### SOCIAL MEDIA PARTNERSHIPS:

Collaborate with us for compelling content on Facebook, Twitter, and Instagram, driving new followers directly to your brand.

### TICKET GIVEAWAYS:

Expand your reach by partnering with us on social media ticket giveaways.

### VIDEO MARKETING:

Showcase your brand in 15-second ad spots during home games on FloHockey streaming and YouTube.

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## EXPLORE AN ARRAY OF ADVERTISING OPPORTUNITIES

### GAME DAY IN-ARENA OPPORTUNITIES:

Make a grand entrance with your company's name announced during the starting lineup and enjoy recognition on the Cougars website.

### ONE GAME ONLY OPPORTUNITIES:

Celebrate special occasions with in-arena birthday announcements and anniversary shoutouts.

### ARENA SEATING BANNERS:

Enhance your presence in the stands with seating banners ranging from 5' x 5' to 5' x 75'.

### GLASS BANNERS:

Display your company's logo prominently during games alongside the Cougars or the Opponents, ensuring maximum visibility.



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# UNLOCK LIMITLESS ADVERTISING POTENTIAL

We believe in limitless possibilities. Discover our advertising opportunities that promise to amplify your brand's influence.

## WEB ROTATOR SPONSOR

Perfect for businesses aiming to make a substantial impact without breaking the bank. For just \$500 annually, become an integral part of North America's premier Junior 'A' Hockey Experience, receiving:

1. **Business Logo on Web Rotator on all Cougars Web Pages with a Link to your Website or Facebook Page**
2. **Business Name and Link on the Cougars Sponsors Web Page**
3. **Multiple In-Game Announcements during approximately 16-20 home games**
4. **Monthly Shoutouts and Posts on Facebook, Instagram, and Twitter**
5. **Membership in the Chicago Cougars Junior 'A' Hockey Club and organization**

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# ELEVATE YOUR BRAND AND STAND OUT WITH THE CHICAGO COUGARS!

For more information, connect with us at  
[info@ChicagoCougarsHockey.com](mailto:info@ChicagoCougarsHockey.com). Your support is deeply  
appreciated, and we're excited to help your brand roar to life!



Chicago Cougars Junior 'A' Hockey Club | USPHL Premier Franchise | USPHL Elite Franchise  
Home Office / Mailing: 4845 167th Street, Oak Forest, IL 60452

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