

# HOCKEY FINDER

## Hockey Made Easy



## ABOUT

Hockey Finder is the leader in the hockey community for its online tools for tournament directors, pickup game organizers, and arena managers to make the game more accessible.

Since 2008, we've been the go-to place for hockey enthusiasts to find a league near them, play in or organize a pickup game, and scan a list of tournaments in our extensive tournament directory.

**12,321**  
REGISTRATIONS  
in 2022

**5,019**  
GAMES PLAYED  
in 2022

**914**  
TEAMS  
in 2022



# HOCKEY FINDER

## Sponsorship Opportunities

### SPONSORSHIP PACKAGES

#### **Starter - \$300/season or \$1000/year per Division**

Add your logo or small banner ad and a link to your website to one division page on the Hockey Finder website. The division page is visited hundreds of times before and during each season as players register and check the schedule of that division. Runs the day registration opens (the first of February, May, August, November) for 3 calendar months.

Your logo or small graphic and a link will also be included in the weekly attendance emails sent to players of that division for that season. More details on on “Weekly Emails” page.

#### **Advanced - \$500/season or \$1600/year**

In addition to the starter package, a banner ad with link can be placed at the top of the division page on the website.





# HOCKEY FINDER

Trusted Resource Since 2008

## WEBSITE STATS

### Top Search Results

OPTIMIZED  
WEBSITE

Hockeyfinder.com has over 15 years of online presence. Domain age is one reason why our website ranks in the top results for highly searched terms, including:

- hockey tournaments
- hockey tournament finder
- mens league hockey
- youth hockey tournaments
- pickup hockey near me
- hockey leagues
- adult hockey

29,700

WEB VISITORS

Average monthly website users  
in 2022 and 2023

3.53

PAGES VISITED

Average number of pages visited  
on the website

2:33

TIME ON SITE

Average session duration per user  
in 2022 and 2023



# HOCKEY FINDER

Amplify Awareness & Reach

## WEEKLY EMAILS

Targeted Location

HIGHLY  
ENGAGED

Additional visibility through weekly attendance emails sent out to players of each division amplifies awareness and reach with an audience targeted to a specific location.

Division players receive weekly emails with game information and requests to submit their attendance. With an average of 56 players per division and emails every week during the 11-week season, that's at least 600 emails targeted emails with a near 100% open rate.

56

PLAYERS PER DIVISION

11

WEEKS

600

EMAILS PER SEASON

