



VOICE OF THE NORTH



SAULT SABERCATS

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VOICE OF THE NORTH

ABOUT SAULTSPORTS TV

More than 16 million Canadians regularly watch live sports—nearly 50% of the total population. But perhaps even more notably, more than 8 million of those viewers currently tune in on digital devices, and that number is projected to rise to over 20 million by 2026. In fact, 79% of sports fans say that, if they could, they would watch live events exclusively on streaming platforms. Yep: just like the rest of the video world, the future of live sports advertising is digital. Contact us today to learn how much you can save with your monthly budget.

Northern Ontario's Home for Sports With live coverage, replays, Saultsports TV is changing the game of sports broadcasting. Saultsports TV's mission is to rapidly expand the spectrum of sports coverage so you'll never miss a game again.

More games mean more families staying connected, more footage means more insights, more exposure means more opportunities to get recruited.

In 2016, Saultsports TV co-founders Kerilyn Trudel-Houslander and Jay Houslander set out to become northern Ontario's premier live and on-demand streaming service dedicated to amateur, high school and collegiate athletes. As parents of athletes themselves, they saw an opportunity to ensure no parent had to miss a child's game again.





BY THE NUMBERS

SAULTSPORTS TV DEMOGRAPHICS

54,684

VIEWS IN 2022

142,000+

TOTAL CHANNEL VIEWS

6,500+

COMBINED SOCIAL MEDIA FOLLOWERS

VIEWERSHIP



MEN - 83.2%



WOMEN - 16.8%

INCOME



52% household income \$50K



87% white collar employed



44% own homes

ALGOMA POPULATION 114,094

Top Five Geographies



Canada - 74%



USA - 3.2%



Phillippines - 0.4%



Australia - 0.1%



United Kingdom 0.1%

AGE

13-17 years - 4.7% 18-24 years - 39.5%

25-34 years - 15.8% 35-44 years - 15.7%

45-54 years - 19.2% 55-64 years - 2.0%

65+ years - 3.1%

FOLLOWERS

2,800+
FACEBOOK

2000+
INSTAGRAM

740+
TIK TOK



GET INVOLVED



PARTNERSHIPS OPPORTUNITIES

\$1,000 (ONE AVAILABLE) PLATINUM SPONSOR

EVERYTHING ABOUT THIS PACKAGE IS DESIGNED TO PUT YOUR COMPANY CENTER STAGE IN FRONT OF OUR COMMUNITY AND VAST NETWORK OF FANS ALL-YEAR LONG. THIS IS A SPONSORSHIP PACKAGE THAT PROVIDES OPPORTUNITY AND RESOURCES FOR ALL SABERCAT PLAYERS. OUR FANS WILL KNOW YOUR NAME AND KNOW THE COMMITMENT THAT YOU HAVE TOWARDS THE SAULT SABERCAT FOOTBALL PROGRAM.

THIS PACKAGE INCLUDES

NEW - Weekly Sponsor Spotlights - For the entire season, weekly social posts from across Saultsports.com's and Sault Sabercat social media accounts spotlighting your company. Can be customized to fit your message!

NEW - Game Commercials - Two (:60) second live commercials before the game starts. Two (:60) second live commercials to be read at halftime of the game. One (:60) second live commercial to be read at the completion of the game.

NEW -SOCIAL MEDIA GRAPHIC SPONSOR - Your logo featured throughout the summer on social media graphics (Game Day, Player of the Game, Final Score etc.)

NEW DEDICATED CALLS - On stream recognition at all home football games as one of our designated Game Sponsorships (example: Touchdown Sponsor, Quarter Sponsor, Timeout Sponsor, First Down Sponsor, etc). A Dedicated Call by our broadcaster: Ex. "That was another (insert company name) first down!"

NEW - PREMIUM Digital Advertisement (12 months)
Rotating Digital advertisement placed with Premium Visibility on Saultsports.com.

\$750 (TWO AVAILABLE) GOLD SPONSOR

THIS PACKAGE INCLUDES

NEW - SOCIAL MEDIA GRAPHIC SPONSOR - Your logo featured throughout the year on social media graphics (Game Day, Player of the Game, Final Score etc.)

NEW DEDICATED CALLS - On stream recognition at all home football games as one of our designated Game Sponsorships (example: Touchdown Sponsor, Quarter Sponsor, Timeout Sponsor, First Down Sponsor, etc). A Dedicated Call by our broadcaster: Ex. "That was another (insert company name) first down!"

NEW - Game Commercials - One (:60) second live commercials before the game starts. One (:60) second live commercials to be read at halftime of the game. One (:60) second live commercial to be read at the completion of the game.

NEW - PREMIUM Digital Advertisement (9 months)
Rotating Digital advertisement placed with Premium Visibility on Saultsports.com.



GET INVOLVED



PARTNERSHIPS OPPORTUNITIES

\$500 (UNLIMITED) SILVER SPONSOR

THIS PACKAGE INCLUDES

NEW - Game Commercials - One (:30) second live commercial to be read in one of the quarters before end of the game.

NEW -SOCIAL MEDIA GRAPHIC SPONSOR - Your logo featured throughout the summer on social media graphics (Game Day, Player of the Game, Final Score etc.)

NEW DEDICATED CALLS - On stream recognition at all home football games as one of our designated Game Sponsorships (example: Touchdown Sponsor, Quarter Sponsor, Timeout Sponsor, First Down Sponsor, etc). A Dedicated Call by our broadcaster: Ex. "That was another (insert company name) first down!"

NEW - PREMIUM Digital Advertisement (6 months)
Rotating Digital advertisement placed with Premium Visibility on Saultsports.com.

\$350 (UNLIMITED) NAVY SPONSOR

THIS PACKAGE INCLUDES

NEW - Game Commercials - One (:30) second live commercial to be read in one of the quarters before end of the game.

NEW - PREMIUM Digital Advertisement (3 months)
Rotating Digital advertisement placed with Premium Visibility on Saultsports.com.

\$250 GOLD SPONSOR

THIS PACKAGE INCLUDES

NEW - Game Commercials - One (:15) second live commercial to be read in one of the quarters before end of the game.

NEW - PREMIUM Digital Advertisement (3 months)
Rotating Digital advertisement placed with Premium Visibility on Saultsports.com.

CONTACT US TODAY

saultsports@gmail.com

www.saultsports.com