

# Advertising on the Whaler Website

The 2008/2009 season was a banner year for the Dartmouth Whalers Minor Hockey Association. With a record number of teams participating in the provincials, and another big group getting out of their zones, the season ended on the same high note it started on. In September, the Whalers introduced a new logo, which borrowed from its tradition, while looking to the future. That same month, the Whalers partnered with Coach Chris Donnelly, of the Halifax Mooseheads and a Whaler alumni to launch the Brian Harding Memorial Coaching Mentorship program. The program was such a success that it allowed the Whalers to win the Hockey Nova Scotia Development Association of the Year for the 2008/2009 season.

This year, the program is back, again, with Chris Donnelly, Bill Short, Brad Crossley, Jason Troini, Tony Breau, Brad MacCharles and Craig Hillier. There is an excitement in the organization that is back, and the Whalers are going all out to recruit corporate partners to join in the success. Some information on the Dartmouth Whalers audience that will be of interest to corporate partners:

- ▶ Over 1000 players that range from IP to Midget
- ▶ Those 1000 players represent an organization that has over 40000 fans
- ▶ Average household income of \$100,000+
- ▶ Diverse range of professionals, business owners and consumers that are extremely loyal and supportive of organizations that support the Whalers
- ▶ Website that generate over 300,000 visits per season, 60% of those being repeat visitors
- ▶ A current database of players, former players, coaches, families and fans
- ▶ A leader in the development of new areas of the game, such as sledge hockey, female hockey and the introduction of the game to new players

For more information on how your organization can become a Whalers partner, please contact Sean McKenna, Development, Partnerships and Marketing, at [development@whalers.org](mailto:development@whalers.org), or 902 877 3928.



DARTMOUTH  
WHALERS