Saskatchewan Junior Hockey League

REQUEST FOR PROPOSAL

Hockey Sticks

The Saskatchewan Junior Hockey League invites established firms or individuals with a record of success in providing on ice hockey equipment to submit a proposal for the following:

- Player hockey sticks (blades, shafts),
- Player hockey pants
- Player gloves; and
- Goaltender hockey sticks (blades, shafts).

The Saskatchewan Junior Hockey League (SJHL)

The Saskatchewan Junior Hockey League is the oldest running Junior A hockey league in Canada dating back to 1968. Presently, it is a twelve (12) member League of Junior A hockey teams playing within the province of Saskatchewan. The SJHL teams are situated in the following communities:

NAME OF MEMBER	LOCATION OF CLUB
Battlefords North Stars	Box 1247 North Battleford, SK S9A 3K2
Estevan Bruins	Box 146 Estevan, SK S4A 2T1
Flin Flon Bombers	Box 762 Flin Flon, MB R8A 1N7
Humboldt Broncos	Box 1414 Humboldt, SK S0K 2A0
Kindersley Klippers	Box 2398 Kindersley, SK S0L 1S0
La Ronge Ice Wolves	Box 869 La Ronge, SK S0J 1L0
Melfort Mustangs	Box 3640 Melfort, SK S0E 1A0
Melville Millionaires	Box 2197 Melville, SK S0A 2P0
Nipawin Hawks	Box 2678 Nipawin, SK SOE 1E0
Notre Dame	Box 100 Wilcox, SK S0G 5E0
Weyburn Red Wings	Box 1112 Weyburn, SK S4H 2L3
Yorkton Terriers	Box 277 Yorkton, SK S3N 2V7

Saskatchewan Junior Hockey League

Annually, SJHL teams challenge for the League Championship (Canterra Seeds Cup), as well as a national championship (Centennial Cup). During the most recent season (2023-2024) fan attendance at SJHL games was approximately 250,000 which included 336 regular season games, 40 playoff games and 34 pre-season games. Average attendance league wide was 675 fans per game. Member teams play a 56-game regular season schedule. Fan interest and attendance ratchets up during the playoffs with attendance averaging over 1,000 per game during that period in the season.

SJHL teams are the main entertainment attraction in their communities during the hockey season. The SJHL teams are viewed as the heroes and idols of the community. Discussion that occurs within the community tends to focus on the fortunes of the team. Media coverage of the SJHL and its teams varies by team. Some communities have weekly newspaper coverage, while others have more sporadic print coverage. Some teams enjoy radio broadcasts and the promotion of their games, while some teams do not. The league carries its own programming on all social channels and televises all games on FloHockey.

All league games are available in HD quality video which provides for a very good viewing experience and all member teams also do an audio play by play broadcast of each league game.

The SJHL website (www.SJHLca) provides excellent exposure of the teams, its players and the various events that occur throughout the season. The league is active on the major social media platforms which includes photo sharing and plays of the week/month.

The supplier equipment brands would be able to generate significant brand visibility through these social media activities. Daily and weekly news features are highlighted and statistical updates, as well as player performances also provide great exposure for the players. The League statistical system and the League website are fully integrated to bring even more focus to the players in the League.

The SJHL exists to provide hockey development opportunities for players in the age range of 16 to 20. The teams recruit players who aspire of advancement to higher levels of hockey. At the same time, there is an equivalent focus on the educational aspirations of the player as well. Over the past five years, the focus of the SJHL has been on several areas as follows:

- To build more advancement opportunities to the players who are in the league with a focus on NCAA
- To enhance the image and profile of the League
- To grow business partnerships within the corporate community

A major challenge of the League is to establish a strong operational base for each member club while controlling expenses. Every budget line item is scrutinized closely to see if efficiencies can be gained. This is no less the case for equipment, jerseys and sticks used by the players, the member team's major asset. The opportunity for the successful firm is to find ways to stretch the dollar of the member clubs operating within the League. We are open to new or innovative partnerships to achieve the broad goals mentioned in this paragraph.

Saskatchewan Junior Hockey League

In a nutshell, the opportunity exists for the successful supplier to receive exclusive purchases by the member teams in the products outlined. The proposal should illustrate what the supplier will provide to the League and/or its member teams in exchange for the exclusivity component.

The Requirements

The Saskatchewan Junior Hockey League is currently seeking an agreement with a supplier for the acquisition of on ice equipment throughout each season of the agreement by all member clubs. The SJHL is interested in the following categories:

- Player hockey sticks (blades, shafts),
- Player hockey pants
- Player gloves; and
- Goaltender hockey sticks (blades, shafts).

The SJHL reserves the right to select the proposal for one product category solely from any one respondent and may not necessarily select the proposal that is the lowest priced.

The proposal must contain the appropriate information according to each of the terms described in the attached guidelines. Proposals must be received at the **SJHL Office no later than January 6, 2025.**

Proposal and inquiries should be directed to:

Commissioner Kyle McIntyre

Saskatchewan Junior Hockey League

1418 North Hill Dr.

Swift Current, SK. S9H1Y1

commissioner@sjhl.ca

*The SJHL reserves the right to alter the terms of the RFP (including cancellation) at any time in its sole discretion.