

SJHL Partner Testimonials

Great Western Brewing Company • CANTERRA SEEDS • UPL Canada

Great Western Brewing Company

For many years, Great Western Brewing Company has been proud to partner with the Saskatchewan Junior Hockey League, and we can confidently say that it has been one of the most valuable and rewarding partnerships in our organization.

The SJHL represents many of the values that are important to Great Western Brewing Company: community, hard work, local pride, and strong Saskatchewan roots. Through our partnership, we have been able to connect with hockey fans across the province while supporting the teams, volunteers, players, and communities that make the league such an important part of Saskatchewan.

What sets the SJHL apart is the strength of its relationships. Beyond the marketing and sponsorship opportunities, the league has provided us with credibility and visibility throughout Saskatchewan. It has opened doors for meaningful conversations and deeper partnerships with individual teams and their management groups. Those relationships have, in turn, allowed Great Western Brewing Company to build a stronger presence in SJHL communities and become a more active participant in local events and initiatives.

The partnership has also provided innovative opportunities to engage fans through digital content, in-arena activations, retail programs, community events, fan appreciation nights, and league-wide promotional initiatives. The SJHL consistently demonstrates a willingness to collaborate, explore new ideas, and create value for its partners.

Perhaps most importantly, the SJHL understands that successful partnerships are built on trust, communication, and a shared commitment to mutual success. The league's leadership team works hard to understand the objectives of its partners and continually looks for ways to strengthen those relationships.

We are extremely proud of our long-standing association with the SJHL and are excited about the future of our partnership. We would highly recommend the Saskatchewan Junior Hockey League to any organization looking for a professional, community-focused partner with province-wide reach and an outstanding reputation throughout Saskatchewan.

Scott Henbury

**Vice President of Sales, Saskatchewan & Manitoba
Great Western Brewing Company Ltd.**

CANTERRA SEEDS

"There is a natural connection between hockey and farming. Both are built on hard work, commitment, and showing up every day, whether that's at the rink or in the field. That's what makes our partnership with the SJHL such a natural fit. Together, we're proud to support rural Saskatchewan communities, celebrate local talent, and strengthen the connections that make this

province so special. The SJHL has always shown up for us as a true partner, and we're proud to stand alongside them for the 2026/27 season and beyond. Having our name on the CANTERRA SEEDS Cup is something we're very proud of. There is something pretty remarkable about seeing a season's worth of hard work come together in that championship moment. It's an honour to be connected to those achievements and the communities that celebrate them."

UPL Canada

Partnering with the Saskatchewan Junior Hockey League (SJHL) has been an absolute gamechanger for our organization. From the very first conversation, the SJHL team demonstrated a level of professionalism, passion, and community commitment that truly sets them apart.

The SJHL's dedication to developing young athletes — both on and off the ice — aligns perfectly with our values. Their ability to connect brands with passionate, loyal fan bases across Saskatchewan has delivered outstanding visibility and engagement that we simply couldn't find anywhere else.

The partnership has been seamless, collaborative, and genuinely rewarding. We've seen real, measurable results, and more importantly, we've had the privilege of supporting a league that means so much to so many communities throughout the province.

We are proud to stand behind the SJHL and look forward to many more seasons of success together.

Tony Dalglish
UPL Canada Marketing Manager