

2026/27 Season

CATTLE PUNCHERS HOCKEY

Sponsorship Proposal

Together, we can create a partnership
that energizes Billings and inspires
lasting community impact.

CattlePunchers.com





The Future of Hockey in Billings

Junior A hockey is riding into Billings for the 2026–27 season.

As proud anchor tenants of the new Signal Peak Energy Arena, the Billings Cattle Punchers are set to bring a hard-charging, high-energy brand of hockey to a city built on grit and tradition. With a projected capacity of nearly 2,000 fans, we're building more than a team, we're creating a place where the community shows up loud and leaves its mark.

This is hockey with an edge. Fast-paced, physical, and built for fans who want to feel every shift.

With year-round ice and state-of-the-art facilities, Billings is positioned to become a premier destination for players, coaches, and fans who are ready to be part of something bigger. Affordable, electric, and rooted in the spirit of the West, this is where a new tradition begins.



About the NCDC

The Billings Cattle Punchers will compete in the NCDC Mountain Division of the USPHL, one of the top tuition-free junior hockey leagues in North America.

This is elite-level hockey, featuring some of the best young players in the country, many of whom advance to NCAA Division I programs. Fans in Billings won't just be watching the game, they'll be watching the next level take shape on the ice.

Elite Player Pipeline

The NCDC develops NCAA-bound athletes, putting your brand alongside top-tier talent.

Expanding Western Reach

A growing league footprint increases exposure across new regional markets.

High-Energy Fan Engagement

Fast, exciting hockey and strong community support create meaningful sponsor visibility.



Ownership Group



DG Elmore — Owner

- Owner of the Idaho Falls Chukars Baseball Team
- Owner of the Idaho Falls Spud Kings Hockey Team
- Brings proven success in sports franchise ownership



Paul Henderson — Vice President

- Extensive experience in junior hockey operations
- Background in team management and community partnerships
- Helps guide team strategy and game experience



Kevin Greene — Team President

- Built a highly successful NCDC program in Idaho Falls
- Experienced leader in junior hockey development
- Oversees business operations and team direction



Chris Hall — Vice President

- Deep experience in sports business and fan experience
- Works across operations, partnerships, and team development
- Helps deliver a top-tier experience for Billings fans



Erik Hudson — Vice President

- Professional baseball and hockey operations background
- Skilled in fan engagement and team logistics
- Focused on building a strong game-day environment



Patrick Greene — Assistant GM

- Helps lead the launch and development of Billings Junior Hockey
- Focused on long-term growth, community partnerships, and fan experience
- Works closely with ownership and hockey operations to build a first-class program

Hockey Operations



Nick Dreyer

GENERAL MANAGER OF HOCKEY OPERATIONS

Dreyer enters his sixth season in junior hockey and his 12th season overall as a coach. He began his junior coaching career with the Ogden Mustangs during the club's inaugural USPHL Premier season in 2020–21, helping the team earn a first-place finish in the Mountain Division. He returned for the 2021–22 season, when the Mustangs posted a 31-13-3-3 record, finished second in the division and achieved a top-10 national ranking.

After the 2021–22 season, Dreyer spent two years as head coach and general manager of the Provo Predators, where he helped build the program and guide its transition into the NCDL. During the 2023–24 season, the Predators finished third in the Mountain Division, advanced to the Mountain Division semifinals and earned a top-10 national ranking.

"I'm grateful for the opportunity to help build this organization in Billings... We're focused on creating a culture that values development, accountability and long-term success."

- Oversees hockey operations, player recruitment, roster decisions, and long-term player development.



Steve Haddon

HEAD COACH

Haddon brings more than 14 years of junior and professional coaching experience and a proven history of developing players. He has coached more than 750 games and helped more than 300 players move on to the NCAA, USHL, U Sports/CIS, BCIHL, ACAC, major junior and professional hockey.

Before coaching, Haddon played nine seasons of professional hockey, including more than 500 professional games with the Colorado Eagles. He is among a small group to have won championships at the junior, collegiate and professional levels.

"The goal is simple: develop players the right way, compete every night and build something the community can take pride in."

- Known for structure, discipline, and a player-first approach.
- Recognized as a coach of the year and all-star head coach during his career.

***Bring Your Brand
to the Ice***

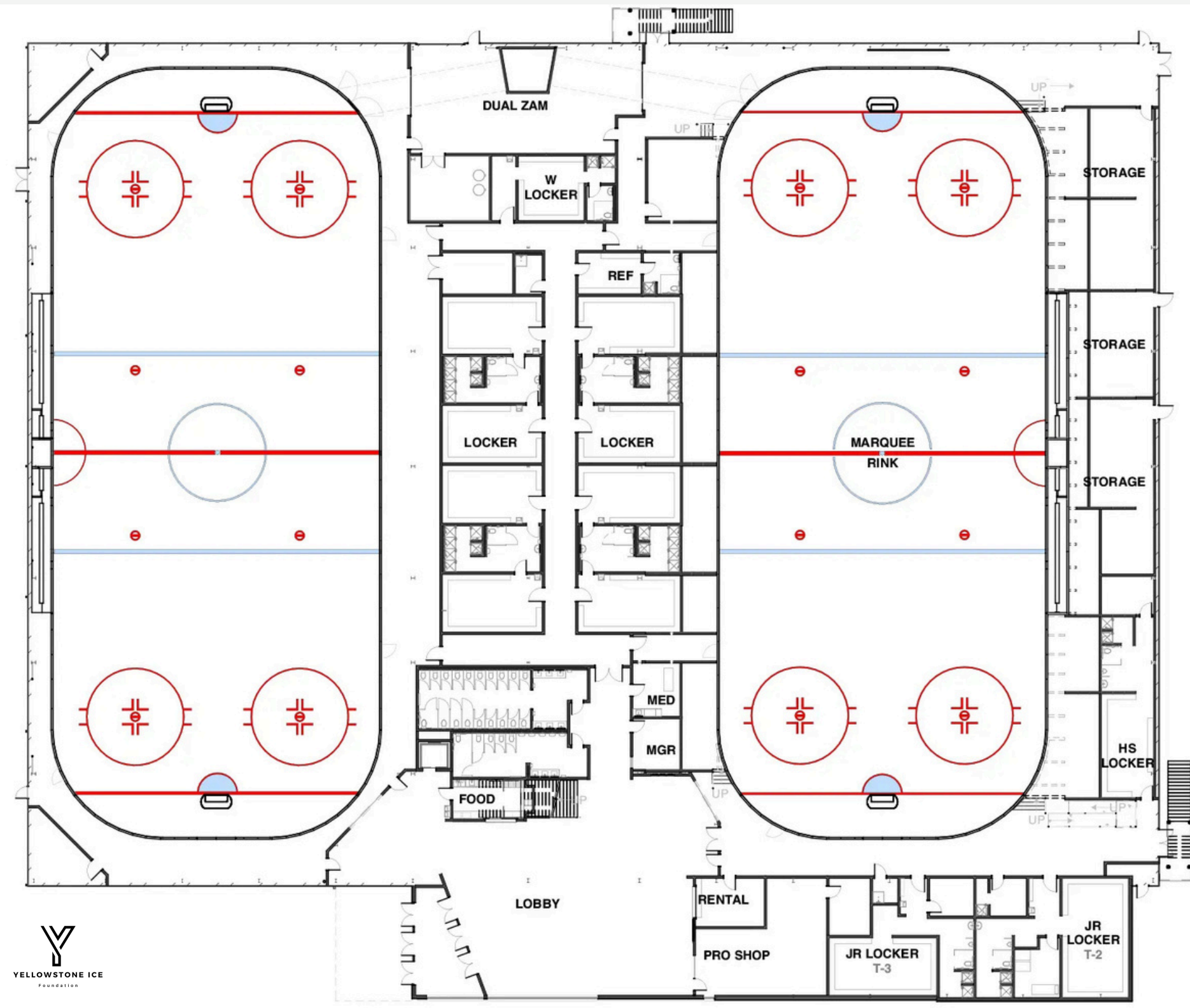


Building the Future of Ice Sports in Billings

For too long, Billings—Montana’s largest city—has lagged behind its peers in ice sports infrastructure. With only one seasonal rink, we lacked the capacity to support our community’s growing interest in hockey, figure skating, curling, and other ice sports.

YELLOWSTONE ICE FOUNDATION IS CHANGING THAT.

Yellowstone Ice Foundation is spearheading the construction of a state-of-the-art indoor ice facility in Billings. When completed, the arena will energize the South Billings Urban Renewal District, bring sports tourism dollars to the city, and strengthen the local ice sports community.



Season Tickets

Season tickets are your way to claim your seat and be part of the herd all season long.

From preseason to the final home game, your spot is locked in, with priority access to playoffs and special events. No scrambling. No missing out.

Plus, season ticket holders save more than 20 percent, making it the smartest way to experience every hit, goal, and moment.

Season Tickets: \$675 for 32 Games

Season Seat Packages Include: 2 preseason games, 27 regular season games, and 3 NCDL Frozen Futures Showcase games.

Place a deposit today to receive priority in seat selection. Seats will be assigned in the order deposits are received once the seating chart is finalized.



Individual Game Tickets



Discounted Group Tickets

Special pricing for groups of 20+ - **\$22 Each**

Walk-Up Ticket Prices

Reserved Seat - **\$24**

Seniors (65+) and Military - **\$22**

Juniors (12 and under) - **\$22**

Group Nights (100+ Tickets)

Groups of 100 or more are listed on Team Promotional Calendar,

On-Ice Advertisement

On-ice signage and logos are the most colorful and one of the most recognizable ways to advertise your business at Signal Peak Energy Arena.

Your brand will be seen by all 2,000 fans in attendance. Logos are often seen in game highlights on the sports segment of TV news and photographs on social media, the team website and local newspapers.

Dasher Boards — 3 Locations

Two placements on the Main Ice and one on the Community Ice Sheet.

All Dasher Board packages include a half-page ad in the game program.

Investment: \$9,500

On-Ice Logos

Prime logo placement options on the playing surface:

- Between the goal lines: **\$15,000 each**
- Corner pair (two logos): **\$16,000 per pair**

All On-Ice Advertisement packages include a half-page ad in the game program.

Investment: Varies by placement (see above)



Digital Advertisement

In-Game Video Activation

- 16' x 10' video board behind the goal
- Plays during pregame and throughout game action
- Your ad appears 12–15 times per night
- Features replays and in-game content that captures fan attention
- Available as a Nightly Digital Advertising Package

Investment: \$3400

Every Digital Advertisement includes an 1/8th page ad in our game program!





Intermission Promotions

Intermission contests are one of the most entertaining ways for fans to stay engaged between periods at Signal Peak Energy Arena. Partnering with a company-sponsored contest gives businesses a fun, memorable way to promote their brand while energizing the crowd.

Each intermission promotion includes:

- PA reads before and during the contest to highlight your business and build anticipation.
- The opportunity to award prizes to contest participants.
- A fifteen-second commercial played on the video board before the contest begins.
- Your full-color logo displayed on the video board during the contest.

Available activation options include:

- On-Ice Contest - **Investment: \$6800**
- Video Board Promotion - **Investment: \$5300**
- T-Shirt Toss - **Investment: \$2800**
(plus cost of prizes)

Every Promotion includes an 1/8th page ad in our game program



In-Game Promotions

In-game promotions are one of the most effective ways to bring attention to your company during Cattle Puncher games. These one-of-one opportunities put your brand at the center of key moments throughout the night and give fans repeated exposure to your message.

- Goals
- Offsides
- Icing
- Penalties
- Replays
- Puck Out of Play
- Big Hit
- Media Timeouts
- Puck Toss
- Fundraisers
- Zambonis
- Power Play
- Faceoffs
- Penalty Kill
- Three Stars
- One Minute Remaining
- Hat Tricks
- Noise Meter
- Intermission
- Pregame
- College Commitments
- Uniform Sponsors

Game Programs

Cattle Punchers hockey will offer a full-color game program at every home game. Each issue features player profiles, action photos, team and league history, and season statistics. Programs will be sold or distributed at all 29 home games, with more than 6,000 copies expected to circulate each season.

Advertising in the game program continues to work long after fans leave the arena. Programs are often saved, used as a reference, and collected over time. They are also placed in waiting rooms, offices, and public spaces, giving your brand extended exposure throughout the community.

Available ad sizes include:

- Back Cover — 10.75" tall x 8" wide - **\$2400**
- Inside Cover — 10.75" tall x 8" wide - **\$2200**
- Full Page Ad — 10.75" tall x 8" wide - **\$1600**
- Half Page Ad — 5" tall x 7" wide - **\$1000**
- Quarter Page Ad — 4.75" tall x 3.5" wide - **\$675**
- Eighth Page Ad — 2.25" tall x 3.5" wide - **\$400**



Specialty Jersey Night

Specialty Jersey Nights offer a powerful way to support the community while creating a memorable game-day experience. Your organization selects the theme, and our team will design a custom jersey that highlights your cause and brand.

Your Specialty Jersey Night Includes:

- Custom Jersey Design created in collaboration with our staff, based on the theme you choose
- Prominent Logo Placement on all player jerseys
- 75 Game Tickets for your organization, employees, or guests
- On-Site Visibility with a booth presence in the lobby or concourse
- Charitable Impact through a full-team jersey auction, with proceeds benefiting the local nonprofit of your choice
- Full Promotional Support across all in-house marketing channels, including social media, arena announcements, programs, pocket schedules, website, and more
- 1/4-Page Program Ad included with every Specialty Jersey Night package

Investment:

\$5,400



Giveaways

Everyone loves receiving a free item at a game. From backpacks to bobbleheads, companies can place their logo on high-quality promotional items that will be enjoyed by thousands of fans year-round.

Giveaway nights create strong brand recognition and become some of the most memorable moments of the season.

Each giveaway sponsorship includes the following promotional benefits:

- The sponsoring business will receive 20 of the promotional items.
- The Cattle Punchers will promote the event through all in-house channels, including public announcements, live radio mentions, and video board messages.
- The giveaway will be listed all season on 30,000 pocket schedules and 6,000 souvenir programs distributed throughout the 2026–27 season.
- The event will be promoted with support from a local media co-sponsor.
- 6 complimentary tickets will be provided to the sponsoring company for guests, employees, valued customers, or dignitaries. Additional tickets may be purchased at the discounted group rate.
- The sponsor will have the opportunity to set up a promotional table in the concourse near the entrances to distribute materials or register fans for contests or prize drawings.

****Cost and minimum quantities are based on the selected item.***



Activation and Promotional Booths

- Reserved concourse space available at each home game
- High-traffic locations ideal for brand interaction
- Engage fans directly with product displays or information
- Great for contests, signups, and promotional outreach
- Prominent visibility throughout the fan experience

Free food, beverages, or snacks may not be distributed.

Investment:

\$600 per game

Multi-Game Rate:

\$500 per game when booking 3 or more games



CATTLE PUNCHERS HOCKEY

GET IN TOUCH

Join Us in Building the Future of Hockey in Billings, Montana

Office (406) 647-0099
CattlePunchers.com
@BillingsJuniorHockey





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