ADULT HOCKEY · GREATER MONTREAL

YOUR BRAND AT THE HEART HOCKEY

A shared passion. Opportunities to share.



MUCH MORE THAN ICE TIME

An organization built around the joy of playing—and an attention to detail.

Founded in 2012 as a continuation of the Satnight Hockey Brotherhood (active since 1999), the LFA offers adults an optimal, structured, stimulating, and friendly hockey experience.

Our mission: to make hockey more accessible to as many men and women as possible, without compromising on organization, safety, or enjoyment.



"The LFA is a bit like the NHL of recreational leagues. It is, by far, the most fun and best-organized league I've ever had the chance to play in. They are constantly innovating to improve the experience for their members."

SIMON LAVERY-LEBEAU

"Many leagues are full of hotheads and fights. The LFA handpicks its players and expels anyone who plays dangerously. The result is a well-structured, friendly, yet competitive league where you can play good hockey in complete safety."

ALEXANDRE OUELLET

"The LFA is not just a hockey league; it's a family. Through its policies and administration, it offers players an incredible hockey experience—unmatched anywhere else in the hockey world."

MICHAEL-ANTHONY GABRIEL

THREE WAYS TO EXPERIENCE HOCKEY

Options tailored to different ambitions and levels.



6 DIVISIONS

COMPETITIVE-FRIENDLY

We offer balanced teams with centralized management, promoting healthy, respectful, and stimulating competition within a friendly environment.



1 DIVISION

WOMEN'S HOCKEY

Programs dedicated to women, designed to make women's hockey more accessible in Montreal.



3 DIVISIONS

RECREATIONAL

A friendly experience, suitable for all skill levels. Well-organized and accessible to those who play primarily for fun.

ONE LEAGUE, ONE COMMUNITY

An organization present on the ice, summer and winter alike.

6 divisions
COMPETITIVE

1 division
FEMININE - 2 LECTURES

3 divisions
RECREATIONAL

MORE THAN
+$175 000
PROVIDED TO COMMUNITY ORGANIZATIONS

MORE THAN
14 000
SITE VISITS PER MONTH*

12
EXCLUSIVE TROPHIES



This is an annual average: traffic naturally varies depending on the time period.

THE GOLD STANDARD FOR ADULT HOCKEY IN THE COUNTRY

The quality of an organization is measured by what its members experience.

STRUCTURED MANAGEMENT

Seasons organized with rigor, communication, and a focus on the experience of our members and partners.

TEAMS BALANCED BY THE LEAGUE

An environment that fosters healthy competition, respect, and safety, through centralized and fair management for all.

DISTINCTIVE IDENTITY

Unique team logos, uniforms, and exclusive trophies that foster a sense of belonging.

LEAGUE LIFE

Championship matches, tournaments, and off-ice events that extend the fun beyond the games themselves.



EVENTS AND COMMUNITY

Opportunities for gathering and engagement since 2012.



WINTER CLASSIC

Organization of the first-ever Winter Classic in Montreal's history—a major, large-scale event hosted by the LFA.

TOURNAMENTS AND GRAND FINALS

Sports events that bring together teams, fans, and partners for each of our competitive divisions.

SOCIAL ENGAGEMENT AND IMPACT WITHIN THE COMMUNITY

Over the years, we have contributed more than $140,000 to community organizations in the Montreal area, thanks in part to an annual charity tournament that we organize.

HOCKEY AS A DRIVING FORCE FOR BRINGING PEOPLE TOGETHER

VISIBILITY THAT MAKES SENSE

A partnership that builds connections between your company and our large community.

TARGET AUDIENCE

Join an audience of hockey enthusiasts—aged 19 to 99—from the greater Montreal area.

LOCAL & INTERNATIONAL RECOGNITION

We have participated in several events, such as the NHL's 100th-anniversary celebrations at the Pointe-à-Callière Museum and the St. Jean-Baptiste Parade. Each year, we face teams from other countries, and international media outlets have recognized our impact on the world of adult hockey.

POSITIVE ASSOCIATION

Align your brand with sport, team spirit, and social commitment.

#1 ON GOOGLE AND AI

Partner with the most prominent adult hockey league in Montreal and the country—one that appears at the top of search results.



TEAM AND DIVISION

TEAM
Targeted training

BASE

$ 2500

PER YEAR

- Company name on the back of the jerseys;
- Company logo on the team page;
- Shared banner on the team page.

PRO

$ 4500

PER YEAR

- All Base-level benefits;
- Logo on the chest of uniforms;
- 2 commercial communications per year;
- Promotional material and signage at events*.

DIVISION
Toutes les équipes de la division

BASE

$ 3000 +
$ 500 / team

- Company logo on the division page and on the division’s team pages;
- Company logo on all uniforms;
- 2 commercial communications sent to players in the division.

PRO

$ 5000 +
$ 500 / team

- All Base-level benefits;
- Division exclusive to the partner;
- 4 dedicated communications per year;
- Promotional materials and signage at events;
- Division trophy in your name.

LARGE-SCALE VISIBILITY

An association that spans divisions and teams, without superseding their sponsorship rights.

BASE

$ 20 000

PER YEAR · 24 months deal

- Logo on all uniforms*;
- Placement on all main pages of the website;
- Banner on the homepage;
- 2 commercial communications per year.



LFA / UNIFORMS

LOGO ON THE SHOULDER

All divisions · all teams*

PRO

$ 30 000

PER YEAR · 24-MONTH AGREEMENT

- All Base-level benefits;
- Logo on all players’ socks;
- Exclusive LFA partner status;
- Company logo on the website’s homepage;
- Visibility in all our internal communications;
- 4 commercial communications per year;
- Promotional material distributed to all players;
- Exclusivity within your industry;
- Collaborative brand development.

The "back" spaces remain reserved for team partners. Rights regarding branding/presentation are defined separately.

*** The placement of logos on the uniforms depends on the existing materials and must be confirmed.**

TAILOR-MADE PACKAGES

Targeted partnerships that complement team, division, and league sponsorships.

OFFICIALS

$ 5 000

PER YEAR

- Logo on referees' uniforms;
- Partner banner on the website;
- 2 commercial communications per year;
- Exclusivity within your industry

SERVICE PROVIDERS

Price negotiable

PER YEAR

- Offer your services or products directly to our players;
- Partner banner on the website;
- 2 commercial communications per year;
- Exclusivity within your industry

LFA SHOP

$ 5 000

PER YEAR

- Logo on the shop page
- Logo on promotional items
- 2 commercial communications per year
- Exclusivity within your industry

TOURNAMENT & WINTER CLASSIC

Price negotiable

PER YEAR

- Become an official partner of an exclusive LFA event;
- Logo and mention across event media channels;
- On-site booth;
- Exclusivity within your industry.

24-MONTH AGREEMENT: 2 YEARS OF VISIBILITY. EXCLUSIVITY WITHIN YOUR INDUSTRY, APPLICABLE ONLY TO THE SELECTED PLACEMENT(S).















TAILOR-MADE PARTNERSHIP

CONTACT US TO CHOOSE YOUR GAME PLAN

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