



Kubota Canada joins CHL family

As the puck drops on another exciting season of Canadian Hockey League action, the league is proud to announce a new partnership with Kubota Canada Ltd.

Over the next three seasons, Kubota Canada Ltd. will engage with CHL fans and communities across the country featuring activations as part of the national events calendar that in 2018-19 includes the CIBC Canada Russia Series from November 5-15 in Kamloops and Vancouver, B.C., Sarnia and Oshawa, Ont., Sherbrooke and Drummondville, Que., followed by the Sherwin-Williams CHL/NHL Top Prospects Game on January 23 in Red Deer, Alta., and the Memorial Cup in Halifax, N.S., from May 16-26.

“What we admire most about Kubota Canada is their commitment to communities and their support of youth with the goal of making life better for Canadians,” says Cole Butterworth, CHL Director of Business Operations. “Their goals align with those shared by our league and our member teams which makes this partnership a perfect fit. We look forward to working together to build exciting new opportunities that our fans will embrace while supporting Kubota Canada’s objectives.”

In addition to various sports property partnerships, Kubota Canada Ltd. actively supports Kid Help Phone to help give kids and teens confidential counselling when they need it, and have created a ‘Cups & Plates’ Food Drive to support local food banks taking care of their neighbours in need.

“Kubota Canada has been building our brand awareness over the last number of years through partnerships with a fairly diverse stable of sports properties, from professional football to pro rugby and NASCAR, reaching out to different and diverse sports fans across Canada”, said Rob Allison, National Brand Manager for Kubota. “However, for some time now, our dealers have been encouraging Kubota to become involved in hockey. So, after researching our options at the national level it became clear that the Canadian Hockey League and it’s major properties offered us the best fit possible and now, we’re thrilled to announce our partnership with this very professionally run organization.”

Kubota Canada Ltd. markets and distributes Kubota engineered and manufactured equipment, which includes a complete line of tractors (up to 171 HP), performance-matched implements, compact and utility tractors, compact construction, landscaping and public works equipment, residential lawn and garden equipment, along with commercial turf products and utility vehicles.

For more information visit them at kubota.ca.



PARTNERSHIP OVERVIEW

Kubota Canada Limited & Canadian Hockey League

Partnership Elements:

- I. CHL Rights
- II. CIBC Canada Russia Series Associate Partner*
- III. Sherwin-Williams Top Prospects Game Associate Partner*
- IV. Memorial Cup Associate Partner*
- V. National Broadcast Media (Rinkboards and Commercials for Sportsnet/ TVA Games)
- VI. Hospitality Opportunities at all Nationally televised games

**Kubota's robust partnership with these national events includes logo inclusion in all league branding of the events, in-ice logo branding, a reverse-angle rinkboard, shared logo exposure on player benches, videoboard commercials, TV timeout activities, concourse space, sampling opportunities, hospitality opportunities and the opportunity to have the KOT Tour vehicle on-site for fan interaction.*

CHL Rights:

Kubota Canada Limited and all licensed Kubota dealers have permission to and are encouraged to activate against the following rights:

- I. Right to use trademarks of the CHL (league logo and national event logos) in advertising, POP, packaging.
- II. Right to include the following designations in advertising, POP and packaging:
 - a. Official Partner of the CHL
 - b. Official Partner of the CIBC Canada Russia Series
 - c. Official Partner of the Sherwin Williams CHL/NHL Top Prospects Game
 - d. Official Partner of the Memorial Cup

Kubota Canada Limited and all licensed Kubota dealers do NOT have rights to the following:

- I. Use of OHL, WHL and QMJHL trademarks
- II. Use of Team trademarks
- III. Right to use the designations of 'Official Partner of *Team X* or *League X*'

Saturday Showcase Hospitality Package:

Throughout the season, Sportsnet will visit 25 different markets across Canada to broadcast a CHL game as part of their Saturday Showcase. Included in Kubota Canada Limited's partnership are 4 tickets to each of those games to be used for hosting dealer management, prospects or clientele.
