



Transcona Major Junior Hockey Club

"Providing an opportunity for players to foster their athletic skills and enhance community spirit"

Transcona Railer Express Major Junior Hockey Club Full Steam Ahead...

On Saturday, January 7, 2012 the Manitoba Major Junior Hockey League board voted to accept a new Transcona franchise for the 2012-2013 season.

A group of 10 former Railer players and alumni saw a void in the Community when the Major Junior Hockey League started its 2011-2012 season without Transcona representation. It was decided to put together a business plan with a league deposit and were granted a new franchise to begin play in 2012-2013 season.

The new Transcona "Railer Express" along with its new non-profit group of Directors will strive to create a positive and first class environment for young hockey players and fans of Junior Hockey in Transcona once again.

Mission Statement/Philosophy

The goal and mission of the new Transcona "Railer Express" Major Junior Hockey Club will be to create a venue for young players to foster both their athletic skill as well as enhance their community spirit. Our goal will be to resurrect pride in the Transcona Community for both young and old by providing a quality affordable program for competitive hockey players who are continuing their education or beginning their careers.

We are seeking community and business support to provide our young players and affordable opportunity to participate in this quality Junior Hockey program. As a start up franchise, the initial costs to ice a professional looking team and to attract top players was a major challenge. Going into our second and third seasons we are focused to continue developing a positive culture and program to be proud of and to improve our on ice product, now entering every subsequent season with bigger plans to compete for the MMJHL title. Please consider one of the following sponsorship opportunities or if you can support in any other way, please contact one of our marketing representatives – Tom Oakley 204-030-7702, Mike Gordichuk 204-803-8102 and Keith Cruise 204-794-6234.

Once again, thank you for your consideration.



FULL STEAM AHEAD Junior Hockey in Transcona

**Member of Manitoba Major Junior Hockey League – with 10 clubs throughout
the City of Winnipeg as well as Pembina Valley and Stonewall areas
Players range from 17 to 21 years of age**

Teams



Charleswood Hawks



Ft Rouge/Ft Garry Twins



Pembina Valley Twisters



River East Knights



Raiders Jr. Hockey Club



St. Boniface Riels



St. James Canucks



St. Vital Victorias



Stonewall Jets



Transcona Railer Express

The mission of the Transcona Major Junior Hockey Club is to **“create a venue and opportunity for young players to foster their athletic skills as well as enhance their community spirit.”** To resurrect pride in the Transcona Community for both young and old

by providing a quality affordable program for competitive hockey players who are continuing their education or beginning their careers.

League Profile

- MMJHL has been in existence since 1970
- All teams play 45 league games for a total of 225 regular season games
- 230 players aged 17 to 21 are registered by the 10 teams
- Each club spends up to \$120,000 annually for ice, equipment and hockey operations
- Substantial electronic and media coverage

Team Profile

- Junior hockey has been part of Transcona since 1972
- The Railer Express is a new franchise since 2012-13 in the MMJHL
- The team is composed of players from Transcona, Oakbank, Lorette, Steinbach and surrounding areas of Eastman as well as several players from across the city
- Extensive public presence with a league and team website, facebook and twitter

Partnership benefits

- In arena advertising on Express banners
- Logo and links presence on Railer Express website over 10,000 hits a season
- Logo and link presence (rotating) on MMJHL website - with over 100,000 visitors and 3,000,000 hits a year.
- Company advertising in Team Program, game day line ups, pocket schedules, poster schedules
- PA announcements during all home games – attendance nearly 3,000 over season
- Recognition in media announcements, at team and community functions
- Optional package- Company logo displayed on sweater or equipment

