



AGGREGATED SPONSORSHIP. CENTRALIZED GOVERNANCE. SCALABLE REVENUE.

HOME PAGE

Building the Commercial Infrastructure for Canadian Hockey

Villani Sports Group (VSG) is a Canadian sports-commercial platform built to organize and scale corporate sponsorship across Junior A hockey leagues and large minor hockey associations.

Canadian hockey delivers one of the country's largest and most trusted participation audiences — millions of annual, in-person touchpoints across families, communities, and regional markets. Yet sponsorship remains highly fragmented, sold locally, priced inconsistently, and governed unevenly.

VSG solves this structural gap by aggregating leagues and associations into centralized, sponsor-ready platforms. Through standardized sponsorship categories, unified pricing, category exclusivity, and centralized execution, we enable sponsors to engage hockey audiences at scale through a single commercial relationship.

We operate above the individual team level — owning sponsorship strategy, sales execution, governance, and partner management across the aggregated footprint. The result is larger, longer-term partnerships for sponsors and predictable, professionally managed revenue for hockey organizations.

Focused. Governed. Built to scale.

The Opportunity

The Scale of Hockey in Canada

A Mass Market, High Frequency, Always-On Audience

Millions of households. Thousands of venues. Year-round participation.

Hockey is one of the largest, most consistently engaged consumer ecosystems in Canada – yet it remains largely unstructured for corporate sponsors

High Frequency Participation

Delivers consistent, weekly exposure embedded in family routines

- ~600,000 Registered Players Nationwide
- 2-4 Ice Sessions per week/ player, 8-9 Month Season
- 50+ Million Player Ice Sessions Annually

Physical Footprint

Repeated, in-person brand exposure in committed physical environments

- 3000+ Rinks as Year-Round Community Hubs
- Multiple Weekly Visits per Family
- Long Dwell Time Before & After Ice Sessions

High-Engagement Consumer Economy

Hockey families are high-frequency, needs-based consumers

- \$1,000 - \$1,500 Average Spend per Player, per Year
- \$600M - \$900M+ in Annual Equipment & Apparel Spend
 - Excludes Food, Fuel, Travel & Training

Community Trust at Scale

A brand-safe environment with trusted community influence

- 230,000+ Registered Team Personnel (Coaches/ Bench Staff)
- Tens of Thousands of Volunteers Supporting the Game
- Deep Local Credibility & Parental Trust



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OUR MISSION

Our Mission



Our Mission

Villani Sports Group exists to organize Canadian hockey into sponsor-ready platforms that support long-term corporate investment.

By aggregating leagues and associations under a centralized commercial structure, VSG simplifies sponsor engagement, enforces governance, and delivers sustainable commercial outcomes for the organizations that support the game.

Our mission is not to replace local hockey identity — but to organize it commercially, creating a unified, investable ecosystem that benefits sponsors, leagues, associations, and communities alike.



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WHAT WE DO

What We Do

Who We Serve

Junior A Hockey Leagues

We partner with Canadian Junior A leagues that operate multiple teams across defined regions and require a professional, centralized approach to sponsorship strategy and execution.

Large Minor Hockey Associations

We work with well-run minor hockey associations that deliver high-frequency participation, strong family engagement, and meaningful community reach — but lack the scale to attract larger corporate partners independently.

What We Do

Our Service Suite

Aggregated Sponsorship Strategy & Sales

We design and sell multi-property sponsorship platforms aligned with how regional and national sponsors actually buy.

Platform & Category Architecture

We define standardized sponsorship categories, pricing structures, tiered partnership levels, and platform-wide category exclusivity.

Centralized Sales & Contracting

VSG leads sponsor outreach, negotiations, contracting, and renewal strategy across the aggregated platform.

Activation Governance & Reporting

We govern activation standards, coordinate delivery, and provide consistent reporting — ensuring accountability and sponsor confidence.

Renewal & Platform Expansion Strategy

We prioritize multi-year partnerships and structured renewals, enabling sponsors to scale with the platform over time.



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VALUE PROPOSITION

Value Proposition

For Sponsors

- Single, governed access to large, repeat hockey audiences
- One agreement replaces dozens of fragmented relationships
- Category exclusivity across leagues and associations
- Consistent activation standards and reporting
- Clear pathways to renewal and platform expansion

Sponsors are not buying logos — they are buying structured market access.

For Leagues & Associations

- Access to higher-value regional and national sponsors
- Predictable, professionally managed sponsorship revenue
- Reduced reliance on volunteers or internal resources
- Centralized pricing, governance, and accountability
- Preservation of local identity within a larger platform

For the Hockey Ecosystem

- Sustainable commercial investment in grassroots and Junior A hockey
- Reduced dependency on registration fees and fundraising
- Stronger, longer-term corporate partnerships
- Improved sponsor trust and execution consistency



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WHY VILLANI SPORTS GROUP?

Why VSG?

Why VSG

Villani Sports Group is not a transactional sponsorship agency.

We are a purpose-built commercial platform designed to aggregate, govern, and scale sponsorship revenue through disciplined execution — not headcount growth.

Our model is:

- **Centralized** — one strategy, one pricing framework, one governance structure
- **Aligned** — revenue tied directly to sponsor performance and renewal
- **Disciplined** — expansion gated by results, not ambition
- **Scalable** — growth driven by aggregation, not complexity

Founder & Leadership

Michael Villani



Michael Villani is a senior sales and partnerships executive with over 15 years of experience building and managing large-scale commercial partnerships, combined with lifelong involvement in Canadian hockey.

Most recently, Michael served as National Sales Director at Carlsberg Group, where he led a national sales organization, managed over \$150M in annual revenue, and negotiated multi-year corporate partnerships across retail, hospitality, sports, and entertainment.

His background includes league-level partnerships with organizations such as the Canadian Hockey League, Ontario Hockey League, Memorial Cup, Toronto FC, and Canada Soccer — requiring the same centralized strategy, pricing discipline, and activation governance that underpin Villani Sports Group.

Michael played Junior A hockey with the Brooks Bandits (AJHL) and Huntsville Wildcats (OPJHL) and remains actively involved in the game today, coaching minor hockey in the GTHL.

Villani Sports Group is founder-led by design – ensuring execution discipline, sponsor accountability, and long-term platform thinking from day one.



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Contact

Next Steps

Path to a League/ Association Partnership



Exploring a partnership with Villani Sports Group follows a structured, low-risk process:



1

Introductory Discussion

Confirm strategic alignment, governance fit & mutual interest.

2

Property & Governance Review

Review organizational structure, commercial authority & platform scope.

3

Platform Design

Define sponsorship categories, exclusivity rules & Year 1 commercial framework.

4

Commercial Launch

Formalize the partnership & initiate controlled sponsor outreach & execution.

Designed to move at your pace, with full transparency & clear alignment throughout.