



SPORTS SPONSORSHIP • SHINE FM 88.9 CALGARY

Cheer Together. Grow Together.

🌐 Flames • NHL, Oct–Apr | 🌐 Hitmen • WHL, Sept–Mar | 🌐 Stampeders • CFL, June–Oct

Between the three sponsorships, your business is part of the Calgary sports conversation 11 of 12 months a year — Flames, Hitmen, and Stampeders contesting, all built around Mountain Mike and the moments Calgary families already cheer for.



Who This Reaches

Sports parents. The moms and dads driving kids to the rink or the field for practice, week after week, tuned in for the whole ride there and back. It's a routine that repeats all season, and your business rides along every time.

Why This Feature Works

Families who trust Shine FM bring that same trust to the businesses who show up for their team. Sports uplift. Sports unite. Our listeners cheer as a family, the same way they listen as a family.

84,264

Monthly Calgary listeners

28.3 hrs

Average weekly listening

89%

Listeners age 35 and up

83%

Trust the ads they hear

Source: Harris Poll Canada market study, October to November 2025.

What's Included, Every Sponsorship

- ✓ **Minimum 20x name mentions** every week of the season
- ✓ **Live "Jock Talk" mentions** as part of the game day conversation
- ✓ **Circle of Friends newsletter** alongside our other community partners
- ✓ **Logo and link** on Shine FM's contest page
- ✓ **Social media posts** throughout the season
- ✓ **Sponsor the Flames, Hitmen, Stampeders,** or stack all three



88.9 Calgary
Touch Canada Broadcasting

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