

# ABOUT THE

## JUNIOR PROSPECTS HOCKEY LEAGUE







# ABOUT THE JPHL

Recognizing that athletes and families should have choice, we have created **The Choice**, an academy-based platform with a clear path for those aspiring to play at the next level.

The JPHL provides quality, high-level on and off-ice development, elite competition, distinctive league play across Western Canada, signature North American exposure events, and an enriching student-athlete experience. We are proud to deliver unmatched opportunity, in one complete package, at an attainable price point.

The JPHL is optimally positioned at the forefront of elite hockey development. In addition to being the only borderless model with the right expertise, structure, experience and leadership, we have repeatedly proven our willingness and ability to innovate and create a league-driven platform that ensures attainment of player, official, and coach focused outcomes.

The quality of programming and value is unsurpassed and the JPHL is the destination for athletes who wish to development and aspire to level up in the game of hockey.

## WHAT IS INCLUDED?

### League Structure & Staff

- League & hub-specific executives and staff, much like a professional league
- Dedicated Officiating Academy & Department of Player Safety
- 4-person officiating crews & officiating development system

### Coaching & Athlete Support

- Professional coaches
- Professional goalie instruction
- Elite athlete services
- Strength conditioning
- Optimized athlete and coach digital footprints
- Mental training
- Nutrition

### Competition & Exposure

- Highly competitive environment
- Elite showcase exposure
- Creative events, including a 15U draft series
- Unique play-ins & best-of-playoffs
- Full broadcasted events at or better than junior hockey quality

### Scouting & Media Exposure

- Professional scouting department
- Cutting-edge social media exposure

### Development Opportunities

- Junior integration & experience
- League-supported development model

### Special Events

- BCHL Showcase Event (18U)
- Bauer Winter Championships

### Lifestyle & Environment

- Unparalleled student-athlete lifestyle



## TRAINING STANDARDS

Based on our personal and professional experience as collegiate, pro and junior players as well as our experience operating Major Junior and Junior A programs, we believe that our athletes should maximize on-ice development by incorporating a balanced daily schedule of athletics, academics and recuperation time.

- On-ice development comes by way of team practices, skill development training such as skating, puck handling skills, technical skill application within hockey plays and goaltender specific training.
- Off-ice development includes a focus on mental training, stretching, strength and conditioning.

## IMPACTFUL COVERAGE

The JPHL is proud to partner with **4Vengeance Media** to provide a professional broadcast, complete with in-game commentary, player interviews and online streaming. This aspect provides scouts, GMs, agencies and junior teams access to our JPHL players throughout the season with a high-quality video feed. Our partnership with 4Vengeance Media also allows families and friends across the country and world to watch from a distance.

4Vengeance Media currently produces market leading content for the *Spruce Grove Jr. A Saints*, the *Hockey Super League (HSL)* content series, the *Female Super League (FSL)*, the *2021 True Hockey Franchise Cup*, *2021 War for the Roses* and several other corporate and sports broadcasts. Player interviews and profiles will also be professionally produced and distributed on digital channels to provide a unique stream for athlete recognition and exposure as we continue to provide best-in-class exposure for our athletes.

## QUALITY CONTROL

As we continue to provide a competitive advantage, we are invested in growing all components of the game. Our Silent Ice Officiating Academy leads the industry in training, as well as shadow and supervision hours. Our pursuit of excellence carefully targets every interaction and a healthy working relationship and interaction with the BCHL which provides opportunities for BCHL Officials to skate in the JPHL and furthermore allows for JPHL Officials to climb their own ladder of development into junior hockey, the ECHL and AHL and beyond.

We currently have over 200 registered officials and are often used as the standard for referee development. Our Officiating Academy is bolstered by a Referee in Chief (RIC), Director of Officiating and several Senior Supervisors spread out geographically. We also have a dedicated and full-time Department of Player Safety. We further differentiate and provide our Officials and Players with an environment immolating the junior and professional hockey ranks and believe that our 4-person crews align with this strategy.

## JPHL ACCESSIBILITY

Pricing will vary from Hub-to-Hub however the JPHL is proud to offer an elevated student-athlete experience that is not rivalled in the sport at an accessible price point. Competitor models offering a similar in-school experience are priced out at an average of \$50,000 while the JPHL is offering programming at \$20,000-25,000 on average! That is a substantial difference in after-tax dollars for each family and household. The JPHL includes games and special events hosted by the JPHL, practices, player apparel package, and equipment such as game and practice jerseys, gloves, helmets, pant shells, and bags. Admin fees are additional costs at registration.

## 2025 - 2026 DIVISIONAL LAYOUT

### 18U DIVISION

2010, 2009, 2008, & 2007 born athletes

### 17U DIVISION

2010, 2009, & 2008 born athletes

### 15U DIVISION

2012, 2011, & 2010 born athletes

### 14U DIVISION

2012, & 2011 born athletes

(\*2013 exceptional status athletes permitted as per league-approval)





# FAQ'S

## ***WHAT IS A HUB?***

A HUB is a designated centre of excellence that brings together both hockey and academic components. The JPHL's HUB model includes facilities in British Columbia, Saskatchewan and Alberta.

Not only is the HUB model geographically positioned to have a healthy recruitment footprint, it is also protected by capped growth in any single division. This means that each HUB can focus on ensuring the highest level of hockey development and instruction without arbitrary limitations.

Each HUB is staffed with key personnel to support an athlete's growth, development, and journey to the next level. Core positions include a Hub General Manager, Skating, Technical, and Goalie Coaches, Team Coaches, and an Athletic Trainer. These individuals are all respected leaders in the hockey community and were specifically invited to participate in their respective HUB based on their expertise, networks, and relationships.

## ***WHAT ARE THE BENEFITS OF A BORDERLESS HUB MODEL?***

The borderless model provides individual and collective advantages. From a player's perspective, it means that if invited, an athlete can choose to play in an environment where they find the best fit. Consideration may be given to program content including coaches, development opportunities, roster composition, school and education, location, and a host of other personal wants and needs. From a HUB perspective, it means there is an increased pool of talent to draw from without being restricted to a set geographic region. HUBs are free to invite and select a roster that best meets their desired culture, style of play, preferred player styles/types, and qualities/character of players.

The Borderless Model is an effective catalyst for enhanced quality and performance. Every HUB must compete against other programs and draw from the talent and strengths within. This creates a healthy level of competition between programs to continuously innovate and improve, which ultimately leads to a better player experience.



## ***WHAT IS A SHOWCASE?***

A Showcase is a weekend event where teams and players compete in two to four league games. Games are condensed over a few consecutive days (three to four) to allow coaches and teams the opportunity to get into a good rhythm, to course correct specific individual and team play, and to identify and achieve specific shorter-term goals. This structure provides a community atmosphere where games are connected with one another. Games are usually clustered together to allow for peers, families and competitors to visit and view things on and off the ice throughout a showcase weekend. This further gives teams and individual players the opportunity to focus on individual growth and to hone team strategies and tactics in preparation for the next Showcase.

## ***HOW IS MY ATHLETE GOING TO GET EXPOSURE TO THE NEXT LEVEL?***

Given the technology and communication tools available today, it is extremely rare for good players to go unnoticed. Our role is to showcase talent and facilitate timely discovery.

By using our Scouting Department, broadcasted games, cutting edge social media platforms, TPE video analysis (or similar technology) and our Showcase formats, the JPHL makes finding a player easier. We are committed to generating scouting opportunities through our Special Event Series, to actively building a digital footprint for athletes and to promote our players through personal networks and established relationships at the Major Junior and Junior A levels.

While some people may promise the moon, nobody can guarantee that your player will play at the next level. The JPHL is focused on providing your player with the skills, structure, mentorship, and exposure to maximize their potential. Like all great things, the results will speak for themselves.





# HUB LOCATIONS

BOW VALLEY HC (COCHRANE, AB)  
CALGARY ROCKIES (CALGARY, AB)  
COQUITLAM HC (COQUITLAM, BC)  
HC EDMONTON (EDMONTON, AB)  
ISLAND HC (VANCOUVER ISLAND - NORTH, BC)  
KOOTENAY HA (CRANBROOK, BC)  
LLOYDMINSTER ATHLETICS (LLOYDMINSTER, AB)  
LETHBRIDGE UNITED (LETHBRIDGE, AB)  
LANGLEY HA (LANGLEY, BC)  
OKANAGAN HC (WEST KELOWNA, BC)  
SOUTH SASK HC (MOOSE JAW, SK)  
SURREY EAGLES HA (SURREY, BC)  
TITANS HOCKEY UNION (ST. ALBERT, AB)  
VICTORIA HC (VICTORIA, BC)

