

**GREATER TORONTO HOCKEY LEAGUE**

**2026**



**ANNUAL** Report



**June 2026**



# Be GTHL Connected.

 [@GTHLHockey](#)

 [GTHLHockey](#)

 [@GTHLHockey](#)

 [@GTHLHockey](#)

[GTHLCANADA.com](http://GTHLCANADA.com)





# Greater Toronto Hockey League

Annual Report  
June 2026



# Table of Contents

Land Acknowledgment .....	<b>Page 3</b>
Year in Review Highlights.....	<b>Page 5</b>
2025-2026: In Memoriam.....	<b>Page 7</b>
Community Partnerships & Culture Change.....	<b>Page 9</b>
- Educational Support program	
- Community Collaborations	
- Community Award	
- 2025-26 Community Partnerships	
GTHL Legacy Fund.....	<b>Page 13-14</b>
GTHL 2025-26 Demographic Survey.....	<b>Page 15-18</b>
Events.....	<b>Page 19-24</b>
Outreach.....	<b>Page 25-26</b>
Development.....	<b>Page 27-29</b>
- Officiating Development	
- Coaching Development	
- Player Development	
Player Registration.....	<b>Page 31</b>
Hockey Operations.....	<b>Page 33-34</b>
- Arena Staff — Rink Attendants and Timekeepers	
- Officiating	
- League Coverage	
Risk Management.....	<b>Page 35-36</b>
Provincial Champions.....	<b>Page 37</b>
Corporate Partnerships And Marketing.....	<b>Page 37-41</b>
Communications.....	<b>Page 43-53</b>
- New GTHL Website Launch	
- Website Analytics	
- Member and Participant Communications	
- GTHL Social Media Growth & Engagement	
- Highlights & Notables	
Financial Statement Review.....	<b>Page 55-56</b>
- League Operations	
- Tournaments	
- Investment Income and Other Income	
- Sponsorships	
- Legacy Fund Success Stories	
- Expanse Mitigation	



# Land Acknowledgment

The Greater Toronto Hockey League acknowledges the land we work and play on is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit, and Métis peoples. We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit.

We acknowledge this land and people because the first step to reconciliation is recognizing the existence of Indigenous people. A shared understanding of how our collective past brought us to where we are today will help us walk together into a better future.

# Year In Review Highlights

The 2025-26 season marked another year of growth and progress across the GTHL, with meaningful activity taking place on the ice, in the community, and across the League's operations.

Player registration continued its upward trend, with total players increasing to 25,187, up from 24,947 in 2024-25, representing a 0.96 per cent year-over-year increase. Total participants also rose to 30,468, up from 29,845 the previous season, representing a 2.09 per cent increase. This continued growth reflects sustained momentum and ongoing interest in the game across the GTHL community.

The GTHL competitive program remained active throughout the season, with more than 400 exhibition games, 7,942 regular season games, and 1,236 playoff games played. In addition, the King Clancy Cup and Founders Cup combined for 346 games, representing nearly the equivalent of a full week of ice usage. Across tournaments, the regular season, and the post-season, the League assigned officials to 12,776 games in 2025-26.

The season also saw the continued expansion of the King Clancy Cup, which welcomed 86 teams across 14 divisions, along with the return of the Founders Cup for the first time since the 2019-20 season. Combined, the two tournaments welcomed more than 100 teams and helped extend meaningful hockey opportunities deeper into the season for players, families, officials, and ice partners.

Several League events continued to strengthen the GTHL calendar, including Esso GTHL Puck Drop Weekend, GTHL Top Prospects Game fuelled by Gatorade, U18 All-Star Festival fuelled by Gatorade, I Play in the G Festival, Pro Hockey Life Cup celebrations, OHL Cup, King Clancy Cup, Founders Cup, and the GTHL Awards Gala presented by Nothers The Award Store.

Community partnerships and access-focused initiatives remained a key priority. The GTHL partnered with the Canadian Mental Health Association, Ontario Division to pilot the Talk Today program in minor hockey, reaching 108 participants in its first season. The League's grant-matching partnership with KidSport Ontario also saw significant growth, with approximately \$55,000 awarded to nearly 100 athletes in 2025-26.

The GTHL Legacy Fund continued to expand its impact and visibility. The 2025 GTHL Legacy Classic presented by Spordle raised more than \$63,000 for the Legacy Fund, while the 2025-26 Legacy Fund Community Grant awarded more than \$83,000 to six organizations supporting access and development. The Legacy Fund also benefited from increased communications, a new logo, and dedicated space on the GTHL's new website, helping bring greater awareness to its purpose and impact.

The League continued to support outreach and development programming throughout the season. The Try Hockey program operated 26 events in 24 schools, introducing more than 3,500 students to hockey through floorball. Sixteen minor hockey associations hosted NHL/NHLPA First Shift programming, while the GTHL also supported the Canadian National Blind Hockey Tournament and the North American VOLT Hockey Tournament, among other community initiatives.



Development remained a priority across players, coaches, officials, and volunteers. The GTHL certified 981 officials, welcomed 82 referees to the Canadian School of Hockey Officiating summer camp, and continued the Fast Track officiating program with 18 new officials entering the competitive program. The League also successfully introduced the four-official system at the U16 'AAA' and U18 'AAA' levels.

Player development highlights included two Development Days, the League's first-ever all-girls GTHL Development Day, pathway development skill sessions that reached 778 participants across 47 sessions, and the continuation of the GTHL x OHF U9 Full-Ice Hockey Pilot Program. A total of 56 GTHL minor hockey association select teams participated in the U9 pilot, with participation and feedback helping secure the OHF's two-year pilot extension.

The 2025-26 season also included important work in community engagement and culture change. The GTHL hosted its Member Forum: Trust Through Dialogue, bringing together representatives from across House League, 'A,' 'AA,' and 'AAA' hockey to strengthen collaboration, gather feedback, and identify shared priorities. The League also presented the first-ever Herbert H. Carnegie Award in collaboration with the Carnegie Family, recognizing the Scarborough Hockey Association for leadership in diversity, equity, inclusion, and community engagement.

Communications saw a major milestone with the launch of the new GTHL website on September 15, 2025. The redesigned platform created a more modern, accessible, and user-friendly experience while strengthening the League's ability to share information and tell stories. The website recorded 6.2 million views in 2025-26, up from over 5.7 million the previous season, with schedules, standings, playoff information, and League resources continuing to drive significant traffic.

The GTHL also continued to expand its digital storytelling across social media, video, newsletters, and feature content. Instagram was the League's highest-performing social media platform, finishing the season with 33,839 followers and supporting 144 collaborative posts with Members. YouTube became a renewed focus for long-form storytelling and championship highlight coverage, while TikTok, LinkedIn, Facebook, X, and Threads each continued to support different areas of League communication and engagement.

Partnerships also continued to grow in 2025-26, with approximately \$500,000 in sponsorship-related revenue secured and more than \$100,000 in additional savings through related collaborations. This represented an 11 per cent year-over-year increase in sponsorship revenue, while new and renewed partnerships helped support events, house league programming, development initiatives, awards, community storytelling, and participant experiences across the League.

Overall, the 2025-26 season reflected the GTHL's continued commitment to growing the game, improving access, strengthening communication, supporting development, enhancing League operations, and creating a safer, more inclusive, and more connected hockey community.



## 2025-2026: In Memoriam

We honour and remember the members of our GTHL community who passed away this season. Their contributions to the game and impact on those around them will never be forgotten.

- **Gordon McDonald** (Former GTHL Vice President and Life Member)
- **Gordon Hughes** (Former 1st Vice President of the MTHL and Life Member)
- **David Branch** (Prominent GTHL Alumnus)
- **Ken Dryden** (Prominent GTHL Alumnus)
- **Annie Dickie** (Former GTHL Board of Director Wife and Volunteer)

# Community Partnerships & Culture Change

## EDUCATIONAL SUPPORT PROGRAM

During the 2025–2026 season, the GTHL continued to strengthen its Educational Support program for players, bench staff, and members by focusing on more customized and responsive educational opportunities. In collaboration with community partners and subject matter experts, the League worked to tailor educational sessions to better address the specific circumstances, learning needs, and opportunities for growth connected to each individual case where educational support was required.

This approach reflects the GTHL’s continued commitment to fostering a safe, inclusive, respectful, and supportive hockey environment through education, reflection, and meaningful dialogue. The focus of the program remains centered on learning and personal development rather than punishment, with the goal of building understanding, accountability, empathy, and positive behavioural change within our community.

Throughout the season, the League also continued expanding its educational resource repository to address emerging topics impacting youth and sport environments. New educational areas added during the 2025–2026 season included social media education and digital responsibility training for players, as well as education focused on disabilities, accessibility, and creating more inclusive environments for individuals of all abilities.

The GTHL continues to collaborate with valued partners and experts including You Can Play, The Accountability Project by Hockey Equality, the Carnegie Family, Brock McGillis, Bazzocchi Consulting, the Friends of Simon Wiesenthal Center for Holocaust Studies, Mark Demontis among others, to ensure educational support opportunities remain impactful, relevant, and community informed.

## COMMUNITY COLLABORATIONS

The GTHL is actively collaborating — both longstanding and new — with organizations and individuals who share our dedication to supporting players, families, officials, members, and the wider hockey community. The League recognizes that creating a more inclusive and equitable environment is not a one-time initiative, but an ongoing journey that requires sustained commitment and collaboration.

Throughout the year, the League remained focused on engaging with its community, providing meaningful support, and working together to drive positive change. The GTHL is also committed to tracking progress and learning from the impact of these shared efforts to ensure they make a lasting difference.

Below are some meaningful initiatives that the League engaged with and supported:

- [Inclusive Leadership pilot project with You Can Play](#)
- [Strengthening Teams pilot project with Captain & Poets](#)
- [National Indigenous Junior Hockey Tournament](#)
- [Para Ice hockey Tournament by Shine Foundation](#)
- [Black Hockey Summit by Hockey Equality](#)
- [Pride Parade with You Can Play](#)
- [Indigenous Hockey Equipment Drive by Graham McWaters and Their Opportunity](#)
- [The Culture Shift Tour by Brock McGillis](#)



## **COMMUNITY AWARD – Herbert H. Carnegie Award**

During the 2025–2026 season, the GTHL proudly presented the first-ever Herbert H. Carnegie Award in collaboration with the Carnegie Family. Established to recognize a forward-thinking GTHL organization demonstrating leadership in diversity, equity, inclusion, and community engagement, the award reflects the League’s continued commitment to celebrating organizations that are creating meaningful and lasting impact within the hockey community.

The inaugural recipient of the Herbert H. Carnegie Award was the Scarborough Hockey Association. The award was presented to President Ed Wahl during the 2025 GTHL Annual Members’ Meeting in recognition of the organization’s ongoing commitment to fostering a welcoming, inclusive, and community-focused environment for players and families.

While the GTHL recognizes there is still important work ahead to continue improving the culture of hockey, initiatives such as the Herbert H. Carnegie Award also provide an opportunity to acknowledge and celebrate the meaningful progress already taking place across our community. By highlighting organizations that are leading positive change, the League hopes to encourage continued collaboration, innovation, and commitment toward building a safer and more inclusive game for all.

## **2025-26 COMMUNITY PARTNERSHIPS**

### **• CANADIAN MENTAL HEALTH ASSOCIATION, ONTARIO DIVISION (TALK TODAY PILOT PROGRAM)**

In 2025-26, the GTHL partnered with the Canadian Mental Health Association (CMHA), Ontario Division to pilot the Talk Today program in minor hockey. Originally developed by CMHA Ontario in partnership with the Ontario Hockey League, the program was adapted through the GTHL partnership to provide age-appropriate mental health education and awareness programming for young athletes at the minor hockey level.

The pilot focused on players in the Under-12 to Under-15 age groups and was delivered across three GTHL associations: Scarborough Young Bruins, Ted Reeve Thunder, and Toronto Eagles. In total, 76 players and 32 adults participated, reaching 108 participants in the program’s first season.

Survey results from participating players showed encouraging early outcomes, with 85 per cent reporting confidence in recognizing when stress affects them emotionally and physically, 82 per cent indicating confidence in applying what they learned in real-life situations, and 83 per cent reporting satisfaction with the training.

The successful first season of the Talk Today pilot reflected the shared commitment of the GTHL and CMHA Ontario to support the well-being of young participants both on and off the ice. Following the pilot, both organizations will continue to evaluate the program and explore opportunities for future growth and expansion.

### **• KIDS UP FRONT**

New in 2025-26, having blossomed from initial introductory outreach in 2024-25, the GTHL was able to establish an opportunity to provide free tickets for the 2026 OHL Cup Final to a deserving family connected to Kids Up Front. The League will continue to brainstorm ways to provide this type of access, offering experiences that hold value beyond the price of entry being donated.

- **KIDSPORT ONTARIO**

With the late off-season start to this collaboration in 2024-25, offering limited runway for families to take advantage of the then newly established individual grant matching program, there was a collective optimism that 2025-26 would see drastically increased utilization. And that was exactly what occurred. From granting just over \$16,000 the year prior, approximately \$55,000 was awarded this past season. The collaboration remains ongoing, with work being done to formalize an approach for 2026-27 to support increased access to and distribution of these impactful funds.

- **THEIR OPPORTUNITY: INDIGENOUS HOCKEY EQUIPMENT DRIVE**

What started as a one-off event activation to garner equipment donations a few years prior, the relationship between the Indigenous Hockey Equipment Drive and the GTHL remains ongoing. The League continues to offer exclusive space for the Their Opportunity team to be present at the I Play in the G Festival, while actively accumulating and coordinating necessary resources to offer beyond all that they compile from public foot traffic. To date, the GTHL has donated dozens of boxes of general apparel, hockey equipment, and sportswear to support the work being done in this space.



# GTHL Legacy Fund

## KIDSPORT ONTARIO

After establishing a partnership with KidSport Ontario on a limited timeline heading into 2024-25, the distribution of grant-matching funds that season was understandably lower than originally hoped. With a full season of implementation in place, however, the program saw meaningful growth in 2025-26.

Once again, eligible applicants were able to receive an individual grant of \$600 to help offset team registration costs. KidSport managed all aspects of the application process, including intake, review, approvals, and the distribution of awarded funds.

The GTHL also continued to create opportunities for KidSport to be present at League events and initiatives, supporting greater alignment, education, and outreach around the program.

In 2025-26, approximately \$55,000 was granted to nearly 100 athletes, bringing the two-year total for the grant-matching program to more than \$70,000.

Plans are already underway to build on this momentum and raise the bar even further in 2026-27.

## 2025-26 LEGACY FUND

Following important progress accomplished through 2024-25, the Legacy Fund was poised to achieve even further in 2025-26 – and it did.

A structured approach to the way the managing committee engaged, with a dedicated group supporting the empowerment to find more ways to distribute funds. Additional focus on communications and outreach encouraged a brighter spotlight toward this work.

With an established grant matching program in place, an annual golf fundraiser, and a distribution opportunity to support external programming, the Legacy Fund entered a new era of impact and storytelling through 2025-26.

## LEGACY FUND COMMUNITY GRANT

With effective refinements established for the Legacy Fund Community Grant through its first couple of seasons, additional updates were put in place in 2025-26 to promote increased access to the funds.

The grant application window remained open throughout much of the hockey season, rather than a dedicated window within. While partner profile requirements were incorporated to establish further legitimacy of those applying. These factors seemed to counteract one another, with lessons learned in each regard.

Nevertheless, by the campaign's conclusion, the 2025-26 Legacy Fund Community Grant had awarded over \$83,000 to six organizations who offered programming and initiatives that encouraged access into, development within, and celebration of the sport.



All in all, this was a successful season of financial support toward these important and worthy initiatives. Work is ongoing to increase the output and effectiveness of the grant through 2026-27.

## **MARKETING & COMMUNICATIONS**

Traditionally, prior to 2025-26, the Legacy Fund was treated as a far more internal entity with limited public awareness and outreach. This approach changed in 2025-26.

Development of a new GTHL website offered an opportunity to create dedicated real estate for the Legacy Fund to have an online presence, front and centre on the League's main digital property. More work is to be done to build up what this section can become, but having a place to be found is an important step in the process.

Celebratory web stories and social media posting provided impactful storytelling, to offer the public greater awareness of all the good that the Legacy Fund is involved in and sets out to accomplish. Let alone the incredible groups that look to the Fund to deliver on their plans of growing the sport and making it more accessible.

A new logo for the Fund helps establish its presence, foreshadowing more to share through 2026-27.

## **2026-27 OUTLOOK**

As the Legacy Fund Management Committee maintains its commitment to the collaboration required to establish this level of growth and progress, 2026-27 will surely welcome additional stories to tell of important fundraising in and impactful distribution out. All thanks to the Legacy Fund.

With the 2026 GTHL Legacy Classic presented by Spordle trending toward another successful conclusion, renewal discussions underway to enhance the KidSport grant matching program, and new distribution strategies being explored to further the reach of the Legacy Fund, 2026-27 is in position to offer far more to celebrate.



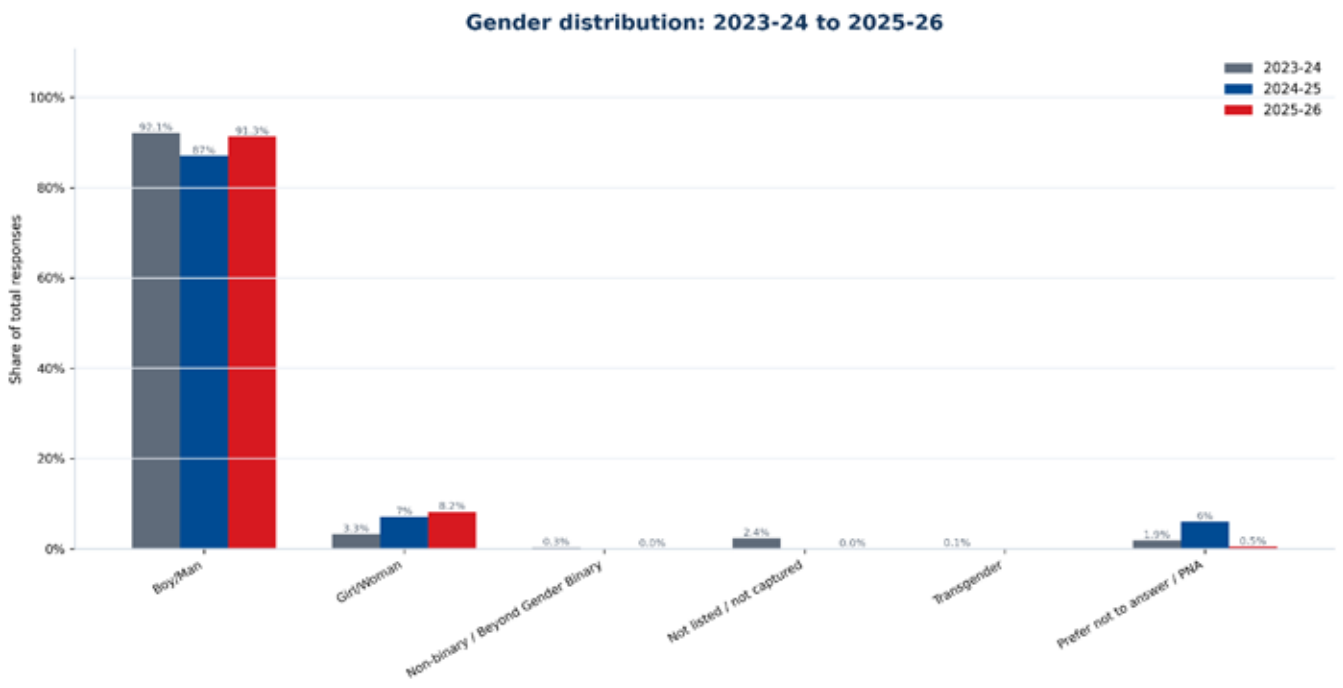


# GTHL 2025-26 Demographic Survey

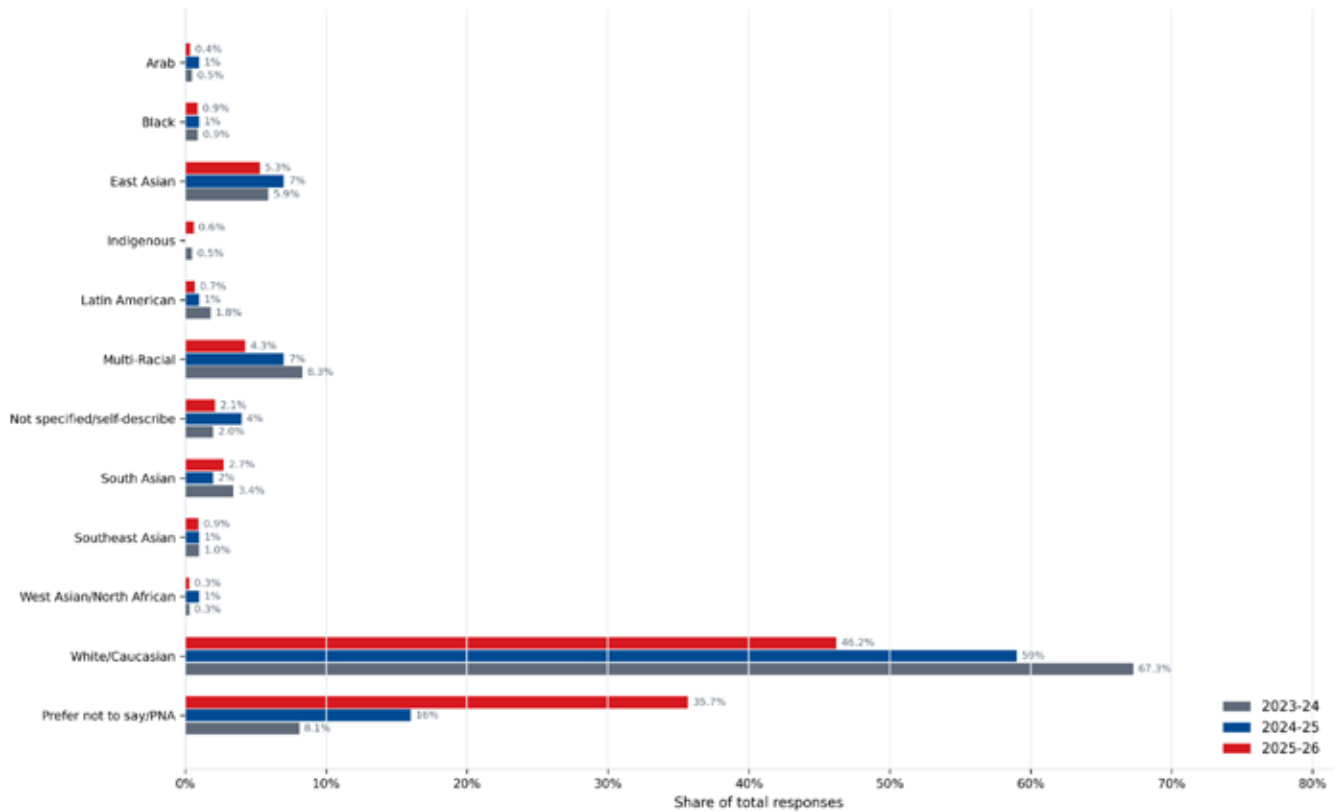
As part of the GTHL’s commitment to serving the Greater Toronto Area and its hockey community, the League continues to annually evaluate participant demographics to better understand the needs, experiences, and makeup of those it serves.

Beginning with the 2021-22 season, the GTHL started collecting demographic information on a voluntary basis from participants in competitive ‘A,’ ‘AA,’ and ‘AAA’ hockey. In 2022-23, this data collection expanded to include all participants, allowing the League to compare demographic trends from season to season.

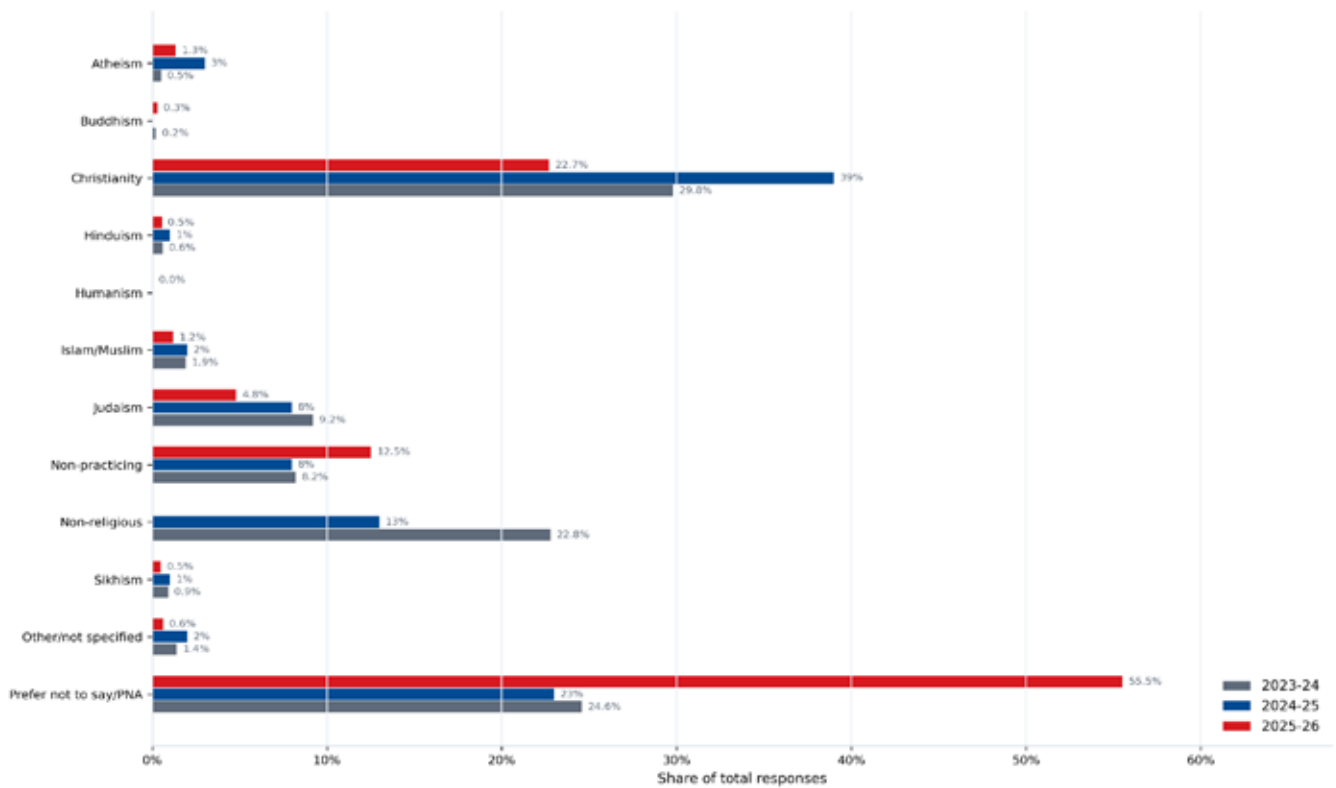
This year’s reporting includes a three-season comparison across the 2023-24, 2024-25, and 2025-26 seasons, offering a broader view of how the GTHL community continues to evolve. The 2025-26 data provides the League with another important year of insight to help inform future programming, communication, accessibility efforts, and community support.



### Race distribution: 2023-24 to 2025-26

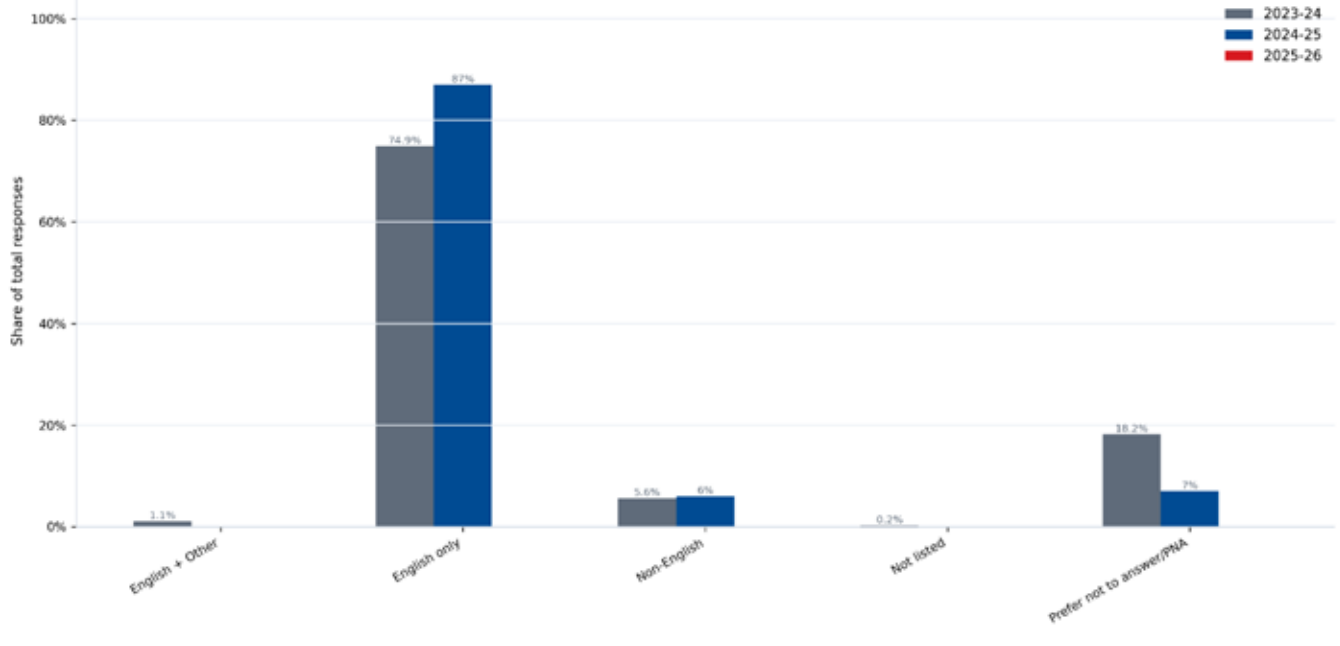


### Religion distribution: 2023-24 to 2025-26

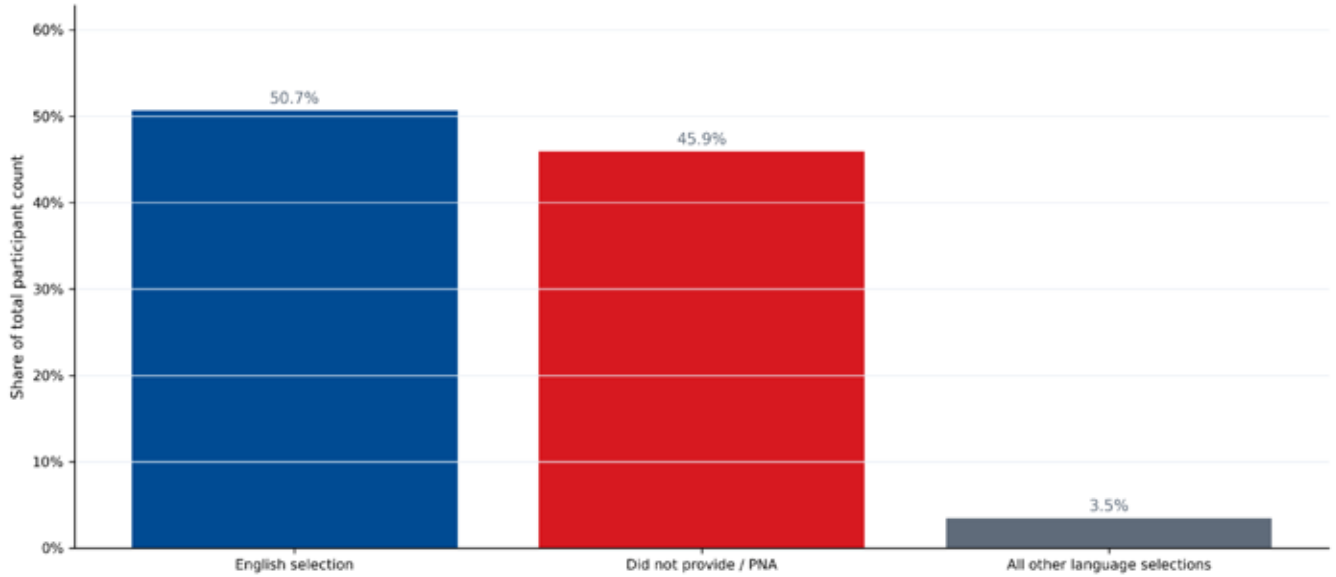




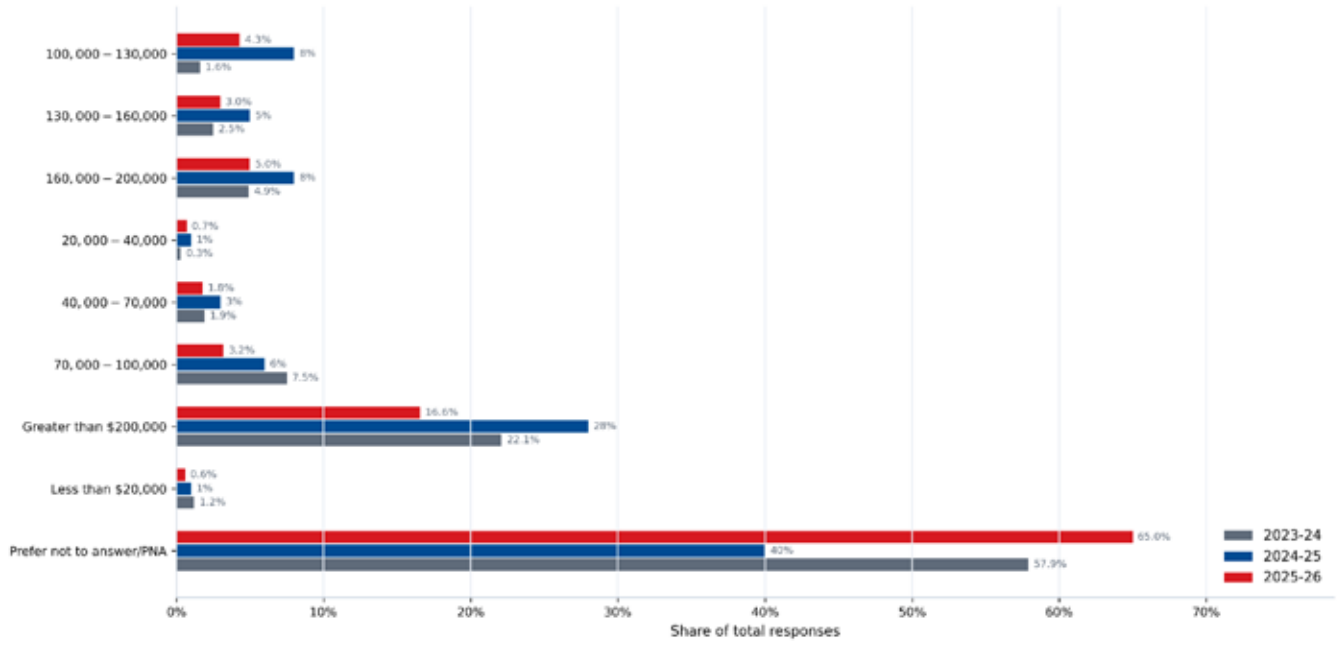
Language distribution: 2023-24 vs. 2024-25



Language selections: 2025-26



Income distribution: 2023-24 to 2025-26



# Events

## GTHL Annual General Meeting – July 2025

On Monday, July 14, the GTHL hosted its Annual Meeting of Members (AMM) at Richmond Hill Country Club. Over 100 members from clubs and associations were in attendance, along with representatives from KidSport Ontario, Gitch Sportswear (GSW), and Nothers The Award store.

## GTHL Legacy Classic Presented by Spordle – July 2025

For the first time in its 14-year existence, the GTHL welcomed a presenting sponsor for the 2025 GTHL Legacy Classic presented by Spordle, which took place on July 22 at Richmond Hill Golf Club. The event raised over \$63,000 for the Legacy Fund. Accomplished through impactful factors such as digitizing the silent auction, 10 on-course activations, 21 contributing sponsors, 53 resource donors, and a sold-out crowd of over 150 attendees. Special thank you to Spordle for not only kickstarting the fundraising focus for the day, but for their engaging presence in elevating the experience throughout.

## Esso GTHL Puck Drop Weekend – October 2025

Esso GTHL Puck Drop Weekend returned to NFP Athletic Centre: A Canlan Sports Community (formerly Canlan Sports York) on October 25-26. This two-day event, in partnership with Esso (Imperial Oil), featured 60 games across all competitive levels from U10 to U18. In collaboration with Esso, participants and spectators enjoyed a weekend filled with on-ice and off-ice activities alongside Coach Jeremy and Pavel Barber, while also including appearances from Toronto Maple Leafs alumni such as Jake Muzzin, Curtis Joseph, Doug Gilmour, Tomas Kaberle, and current Maple Leaf Easton Cowan. The weekend also had further partner presence with Esso’s support that included the NHL and Hockey Hall of Fame.



### The 'A' Challenge Cup – November 2025

The 'A' Challenge Cup took place November 14-16 at Scotiabank Pond with the 2025-26 edition welcoming a new U17 division. The expansion saw a 39-team tournament across five divisions from U14-U18 with representation from GTHL, MHL, OMHA, and ALLIANCE. The tournament was supported by Gatorade providing team resources, the Hockey Hall of Game providing Player of The Game prizing, and Spordle as the official tournament platform provider while also offering teams access to the new Spordle App.



### GTHL Platinum Cup – November 2025

The GTHL Platinum Cup took place November 21-23 and brought together U11 teams across the GTHL, OMHA, HEO, and ALLIANCE in the 'A' and 'AA' divisions. The LaSalle Sabres of the OMHA took home the gold in the 'A' division while the Kanata Blazers from HEO won the 'AA' division. The tournament saw support from Gatorade, the AHL's Toronto Marlies who provided Player of the Game gifting, SMAHL Hockey joined the tournament for on-site activities with the players, and the Brampton Steelheads providing each team participating sets of tickets to one of a regular season game.



**GTHL Top Prospects Game fuelled by Gatorade – January 2026**

The 16th annual GTHL Top Prospects Game fuelled by Gatorade was hosted for the first time at NFP Athletic Centre: A Canlan Sports Community (formerly Canlan Sports York) on January 28. Returning for the fourth consecutive year was Gatorade as the official title sponsor, with Gitch Sportswear (GSW) adding their support as the event’s apparel sponsor. The top 40 Under-16 ‘AAA’ players took to the ice in what was a tightly contested matchup with Team Blue coming out on top, defeating Team Red by a final score of 3-1.

The Gatorade Player of the Game for Team Blue was Adrian Sgro.  
 The Gatorade Player of the Game for Team Red was Arjun Nanubhai.

The League extends a gracious thank-you to Nik Antropov and Wendal Clark for standing in as celebrity coaches for the GTHL’s Top Prospects.



**Under-18 All-Star Festival fuelled by Gatorade – January 2026**

The 24th U18 All-Star Festival fuelled by Gatorade took place on Saturday, January 24 at Scotiabank Pond. The event welcomed collaboration once again with Gatorade as the presenting sponsor, and Gitch Sportswear (GSW) as the apparel sponsor. The U18 All-Star Festival featured over 120 players from across the League.

- Final Scores:
  - U18 ‘A’: Team Blue 6 vs. Team Red 4
  - U18 ‘AA’: Team Red 5 vs. Team Blue 2
  - U18 ‘AAA’: Team Red 2 vs. Team Blue 1



### **I Play in the G Festival – January 2026**

In conjunction with the U18 All-Star Games, the GTHL hosted the I Play in the G Festival on January 24-25 at Scotiabank Pond. The U18 All Star Festival took place on Rink 1 while GTHL regular season games took place on the facility's remaining three pads. Other on-ice events that took place were Canadian Blind Hockey Programming and CDS Programming on Rinks 2 and 4. The event welcomed the Indigenous Hockey Equipment Drive, who accepted donations all weekend. The GTHL also had their own activation for players, families, and friends, giving participants Hockey Canada practice jerseys ahead of the 2026 Olympic Games. The league would like to thank all partners and sponsors who helped celebrate the event, including:

- Esso (Imperial Oil)
- KidSport
- Volt Hockey
- Gitch Sportswear
- Toronto Marlies
- Canadian Blind Hockey
- LiveBarn
- Dairy Farmers of Ontario
- Pizzaville



### **GTHL Member Forum – February 2026**

In February 2026, the GTHL hosted its Member Forum: Trust Through Dialogue, bringing together representatives from across House League, 'A,' 'AA,' and 'AAA' hockey to strengthen collaboration, listen to member perspectives, and identify shared priorities for the future. The forum was designed as a working session focused on building trust, aligning on common challenges, and reinforcing that the League, its members, Board, and staff are part of one connected system working toward shared outcomes for players, families, volunteers, and the broader hockey community.

Throughout the day, members engaged in strategic planning discussions, roundtables, communications alignment, Parent Information Centre (PIC) feedback, and Diversity, Equity, and Inclusion strategy conversations. Key themes included rising pressure related to parent expectations and behaviour, volunteer and coach retention challenges, ice access and affordability, governance and compliance demands, communication clarity, and the need for stronger education around hockey pathways and levels.

The forum also highlighted areas of progress, including participation growth, member-driven changes, improved communication efforts, continued development of the Parent Information Centre, and ongoing work tied to the League's Integrity Action Plan and DEI strategy. Post-forum feedback reinforced the value of open dialogue, peer learning, and member-to-member discussion, while also identifying opportunities for future forums to include more member-shaped agendas, practical operational topics, and visible follow-through.

Overall, the Member Forum served as an important step in strengthening trust across the GTHL system, turning dialogue into direction and helping inform future priorities that support safety, belonging, achievement, and growth across the League.

**Pro Hockey Life Cup – March 2026**

The GTHL celebrated the 2025-26 regular season champions on March 1, with their Pro Hockey Life Cup celebration, at Scotiabank Pond. Pro Hockey Life representatives joined the event on-site to enhance the celebrations while the winning teams also received gifting from Pizzaville.



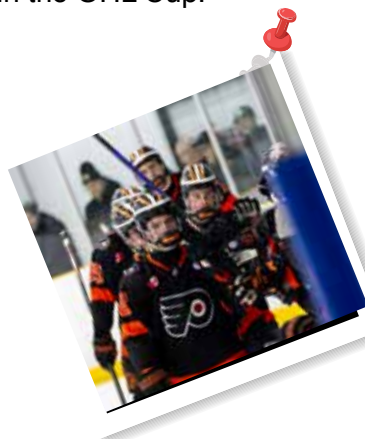
**GTHL Semi-Annual Meeting of the Members – March 2026**

On March 14, the GTHL hosted its Semi-Annual Meeting of the Members at the Toronto Airport Marriott Hotel. Approximately 90 people attended the in-person meeting.

**OHL Cup – March 2026**

The OHL Cup, hosted by the GTHL in collaboration with the OHL, was held from March 30 to April 4 at Scotiabank Pond, with the Final taking place at Mattamy Athletic Centre in Toronto on April 4. The tournament featured the top 25 teams from across the province and three from the United States. Wild Card Play-In games kicked off the tournament as the first three games on Monday, March 30 before the Round Robin stage officially began. LiveBarn returned as the streaming provider for the Round Robin, Quarter Finals, and Semi-Finals, while FloHockey broadcasted the championship final. Gatorade returned to hydrate throughout; Gitch Sportswear and Entripy remained apparel providers. Junxion Performance joined the event for on-site activation, while the NHL Network hosted their Wednesday afternoon radio show live on-site at the OHL Cup.

A total of 1,350 people attended the OHL Cup Final on Saturday, April 4, which featured Detroit Honeybaked and Toronto Jr. Canadiens. Honeybaked came out victorious, with a 2-1 win they made history becoming the first ever American-based team to win the OHL Cup.





### **King Clancy Cup – March to April 2026**

The King Clancy Cup tournament ran for the second consecutive season following a successful relaunch in 2025. The tournament was also open to any Hockey Canada sanctioned, OHF, or teams from the United States that met the eligibility criteria. In its second year back, the tournament welcomed 86 teams across 14 divisions. Running from March 8 through April 19, teams from both the GTHL and the Ontario Minor Hockey Association (OMHA) competed.

### **Founders Cup – March to April 2026**

The Founders Cup made its return for the first time since the 2019-20 season. The tournament was open to teams who had been eliminated in the first round of their playoffs in the GTHL with five divisions running.

### **2026 GTHL Awards Gala presented by Nothers The Award Store – June 2026**

The 2026 GTHL Awards Gala presented by Nothers The Award Store took place on Thursday, June 4 at the Hockey Hall of Fame in Toronto. New additions this year included two U18 Dairy Farmers of Ontario Bursary Awards, recognizing two U18 recipients at any level each with a \$5,000 scholarship. Imperil Oil (Esso) provided enhanced gifting for this year's winners. The following awards and scholarships were presented:

- Len Barrett U18 House League Scholarship Award: Jonathan Arnone (City of Vaughan House League)
- Cooper Humanitarian Award: Jonathan Maddalena (U18 Select West Mall Lightning)
- John R. Gardner Special Recognition Award: Mark Hgo (U14 A Applewood Coyotes)
- Rob Silc Memorial Community Coaching Award: Michael Cooke (U14 Select Parkwood Stars)
- George F. Dufton U18 'AAA' Scholarship Award: Hank Tang (U18 AAA Toronto Young Nationals)
- Herb Ebisuzaki Coaching Award: Tom Grant (U15 A Toronto East Enders Ticats)
- Gord Hughes U16 'AAA' Scholarship Award: Peter Zheng (U16 AAA Mississauga Senators)
- Roy Pejcinovski Memorial Goaltending Character Award: Xavier Sheppard (U17 A West Hill Golden Hawks)
- J. Norman Sharp U18 'AA' Scholarship Award: Victor Williams (U18 AA Streetsville Tigers)
- Frank D. Smith U18 'A' Scholarship Award: Adam Baldizon (U18 A Toronto Eagles)
- Gus Gordon Memorial Officials Award: Troy Whetstone
- GTHL-Dairy Farmers of Ontario Bursary Award: Rehan Surani (U18 AAA Toronto Jr Canadiens)
- GTHL-Dairy Farmer of Ontario Bursary Award: Ryan So (U18 A Victoria Village Mustangs)
- George Chamandy Memorial Trophy\*: TBD
- Herbert H. Carnegie Award\*: TBD

- \*To be awarded at the GTHL's annual Meeting of Members in July

## **UPCOMING EVENTS**

### **GTHL Annual Meeting of Members – Monday, July 14 at the Richmond Hill Country Club**

The George Chamandy Memorial Trophy and the Herbert H. Carnegie Award will be presented at the 2026 Annual Meeting of Members.

### **15th Annual GTHL Legacy Classic presented by Spordle – Tuesday, July 28 at the Richmond Hill Golf Club**

# Outreach

## Start Hockey Campaign – 2025-2026 Season

The GTHL continued its Start Hockey campaign throughout the 2025-26 season. This initiative aims to provide players and families who are considering hockey with the opportunity to connect with their local minor hockey association. Families can fill out a form on GTHLCanada.com, and the League’s Outreach team will then connect them with the nearest hockey association for more information on getting started in the game. Over the 2025-2026 season, 69 new families were successfully connected with a local association.

## NHL/NHLPA First Shift – 2025-2026 Season

A total of 16 minor hockey associations hosted an NHL/NHLPA First Shift this past season. The associations include:

- Applewood Hockey Association
- Duffield Sports Club
- Erindale Hockey Association
- Etobicoke Hockey League
- Goulding Park Hockey Association
- GTHL West
- Heartland Dragons Hockey Association
- Lorne Park Clarkson Hockey Association
- Meadowvale Minor Hockey Association
- Parkwoods Hockey League
- Port Credit Hockey Association
- Scarborough Ice Raiders
- Streetsville Hockey League
- Ted Reeve Hockey Association
- West Mall Minor Hockey Association
- Victoria Village Hockey League

## 2026 Canadian National Blind Hockey Tournament – March 2026

The 2026 Canadian National Blind Hockey Tournament was the largest Blind Hockey tournament hosted to date. The Canadian National Blind Hockey Tournament welcomed players from across the globe and featured several divisions: children, youth, low vision and development, open, and for the first time – a three-team International Blind Ice Hockey Series featuring Canada, the United States, and Team World. The GTHL supported the event through providing 12 League officials (volunteers) and marketing the tournament to membership.



**Safehaven Skates Day – February 2026**

U13 ‘A’ City of Vaughan Hockey Association (CVHA) head coach, Paolo Di Zazzo, once again hosted a Safehaven Skates Day in Vaughan. The event provided individuals diagnosed with cerebral palsy, down syndrome, muscular dystrophy, genetic disorders, and other complex care needs the opportunity to feel the joy of being on the ice. The GTHL provided in-kind prize donations.

**Try Hockey – December 2025 – April 2026**

The Try Hockey program introduces students to the game of hockey through floorball where they learn the skills of passing, shooting, and stick handling, in a friendly and fun environment. Now, in its third season consecutive season since being brought back following a hiatus due to the COVID-19 pandemic, the program has been into schools in both the Peel District School Board and Toronto District School Board. Try Hockey offers a unique chance to lead gym classes for the day in various schools.

Throughout the 2025-26 season, the GTHL operated 26 Try Hockey events in 24 different schools across the city, introducing the game of hockey to over 3500 students through floorball.

Participating schools included: Briarwood P.S., Cashmere Avenue P.S., Marvin Heights P.S., Garthwood Park P.S., Silver Creek P.S., Ridgewood P.S., Oakridge P.S., Brookmeade P.S., Lancaster P.S., Chalkfarm P.S., Ranchdale P.S., Melody Village P.S., Walter Perry P.S., Seneca Hill P.S., Dorset Park P.S., Malvern JR P.S., John Mcrae P.S., John G Diefenbaker P.S., Downsview P.S., Joyce P.S., Thorncliffe Park P.S., Avondale P.S., Heather Heights P.S., Pineway P.S.

<b>Reporting</b>					
<b>Boys</b>	<b>Girls</b>	<b>Total</b>	<b>Play Ice Hockey</b>	<b>Play Ball Hockey</b>	<b>Watch</b>
<b>1834</b>	<b>1767</b>	<b>3591</b>	<b>433</b>	<b>1702</b>	<b>2293</b>
51%	49%		12%	47%	64%

**Fourth Annual North American VOLT Hockey Tournament – May 2026**

The GTHL provided officiating support to Variety Ontario as they held their annual North American VOLT hockey tournament in May 23-24. This year, the tournament welcomed teams from Alberta, London, Manitoba, Ontario, USA, and Sweden. VOLT hockey is an accessible form of hockey that is played in a specifically designed hockey sport chair by people with a variety of disabilities, particularly those with limited upper mobility. The GTHL provided approximately 15 League officials (volunteers) throughout the tournament.

# Development

## OFFICIATING DEVELOPMENT:

### Hockey Canada Officiating Program

The GTHL certified a total of 981 officials this past season. In 2025-26, officials completed their online course and exam through the Ontario Hockey Federation prior to attending their in-person clinic or the League's Officiating Standards course with the GTHL.

- **Level One (Brand New Officials): 235**
- **Level One Re-certification: 69**
- **Level Two Re-certification: 342**
- **Level Three Re-certification: 167**
- **Level Member High Performance Re-certification: 62**
- **Level Three Upgrade: 15**

The GTHL mandates that every official completing their online course and exam and/or corresponding re-certification clinic must also participate in one of the League's Officiating Standards courses. These courses are hosted annually by the GTHL to address areas of concern identified by the Hockey Operations Department, using video footage from games. There were 331 officials who attended an Officiating Standards Course.

### Canadian School of Hockey Officiating

The Canadian School of Hockey Officiating: Referee Summer Camp returned for its 24th year. The camp was held from August 18 to 21, and for the fourth consecutive year, it was hosted at Scotiabank Pond and Centennial College for classroom sessions. Throughout the week, 82 referees across various levels earned their certification.

### Winter Development Series

The GTHL facilitated its fifth annual Winter Development Series where 52 officials took part in one of the three Power Skating sessions.

### Timekeeper Training

- Junior Timekeeper – Participants: 69
- Intermediate Timekeeper – Participants: 41



## **COACHING DEVELOPMENT:**

- **Respect in Sport – Activity Leader Participants: 1327**
- **Respect in Sport – Parent Program Participants: 2059**
- **Hockey Trainers Ontario Trainer Level 1 Participants: 678**
- **Hockey Trainers Ontario Trainer Level 1 Refresher Participants: 126**
- **Coach Level 1 Participants: 208**
- **Coach Level 2 Participants: 164**
- **Hockey Canada Skills Checking: 387**
- **Hockey Canada Coaching Program – Development 1 (online): 390**
- **Development 1 Participants: 346**
- **Coaches Evaluated and Certified Participants: 70**
- **Instructional Stream Participants: 38**
- **Concussion Education and Hockey Canada’s Maltreatment Playing Rule: 945**

## **DEI Coach Initiatives**

- **Women Only Development 1 (March 2026): 4 Participants**
- **MLSE Coach Education Program:**
  - November 2025 – Coach 1 Participants: 11
  - March 2026:
    - Coach 1 Participants: 16
    - Coach 2 Participants: 55

To change the face of hockey, the MLSE Foundation, Scotiabank, and the GTHL are committed to providing opportunities for underrepresented youth to be involved in the game at the coaching level. The aim is to improve representation in leadership positions to inspire a diverse generation of youth to engage in hockey. The program also provides pathways and connections for youth coaches to increase employment opportunities and facilitate community involvement through sport. For the fifth consecutive season, the GTHL continues to work with the MLSE Foundation in connecting youth coaches to further education opportunities.

## **PLAYER DEVELOPMENT:**

### **Development Days – October 2025 & February 2026**

The GTHL executed two separate Development Days on school board P.A. days during the 2025-26 season. The Player Development Skill Days were designed to provide extra training opportunities for GTHL players, offering on-ice and off-ice activities to develop their skills. These days are open to players from U9 to U13, with 44 and 61 players participating respectively on each day.

### Girls Development Day – March 2026

The GTHL hosted its first-ever all-girls GTHL Development as part of the League's International Women's Day weekend celebrations. The day was open to girls ages Under-10 to U15 playing at any level within the GTHL, there was a total of 40 participants for a day of on-ice and off-ice development, connection, and inspiration in an environment designed specifically for female players. The GTHL also engaged female-only instructors for the day, connecting with alumni and university students from both Toronto Metropolitan University (TMU) and York University.



### Pathway Development Skill Sessions – April 2026

In April 2026, the GTHL offered player pathway skates for the upcoming 2025-26 season. The goal of the sessions was to provide our membership with a series of cost friendly, tryout preparation development opportunities. Sessions were open to players in the U8-U13 age groups across all levels over a three-week period. The GTHL also provided goaltender-specific sessions with a dedicated instructor. These skates proved to be a great development opportunity for 778 participants across 47 sessions.

### GTHL x OHF U9 Full-Ice Pilot Program – October 2025-April 2026

A total of 56 GTHL minor hockey association select teams participated in the U9 Full-Ice Hockey pilot. Coaches of participating teams demonstrated a strong commitment to the player development objectives designed to meet players' needs and support progressive growth.

Participation requirements included initial team registration, Hockey Canada Network App registration, practice video submissions, and player evaluations. Despite these significant requirements, feedback from both coaches and parents was positive.

The level of participation and the feedback received were instrumental in securing the OHF's two-year pilot extension, ensuring the GTHL continues to lead in balancing meaningful competition with long-term athlete development.

# Player Registration

Player registration in the GTHL continued to show steady, incremental growth in 2025-26, reflecting sustained momentum and continued interest in the game. Total players increased to 25,187, up from 24,947 in 2024-25, representing a 0.96 per cent year-over-year increase. Total participants also rose to 30,468, up from 29,845 the previous season, representing a 2.09 per cent increase.

This marks continued growth following increases of 0.17 per cent in 2022-23, 1.28 per cent in 2023-24, and 2.95 per cent in 2024-25. The ongoing upward trend reflects the League’s continued efforts to provide an accessible, welcoming, and engaging hockey experience for all participants.

	A, AA, & AAA	MHL	HOUSE LEAGUE	TOTAL PLAYERS	TOTAL PARTICIPANTS	PERCENTAGE CHANGE PLAYERS FROM PRIOR YEAR
2025-2026	7,902	3,216	14,069	25,187	30,468	0.96%
2024-2025	7,727	3,327	13,893	24,947	29,845	2.95%
2023-2024	7,716	3,356	13,161	24,233	29,137	1.28%
2022-2023	8,281	3,252	12,395	23,928	28,570	0.17%
2021-2022*	8,570	3,176	12,141	23,887	28,088	-24.66%
2020-2021	0	0	0	0	0	-100.00%
2019-2020	8,861	4,509	18,335	31,705		-2.97%
2018-2019	8,890	4,530	19,254	32,674		3.48%
2017-2018	8,720	4,659	18,197	31,576		-2.63%
2016-2017	8,684	4,892	18,854	32,430		-2.92%
2015-2016	8,694	5,415	19,296	33,405		-1.05%
2014-2015	8,774	5,705	19,279	33,758		0.46%
2013-2014	9,373	5,939	18,290	33,602		-2.72%
2012-2013	9,526	6,380	18,635	34,541		2.33%
2011-2012	9,144	6,548	18,061	33,753		1.43%
2010-2011	8,957	6,468	17,852	33,277		

\*As of November 8, 2021

# Hockey Operations

The 2025-26 season saw the expansion of the King Clancy Cup tournament, along with the re-introduction of the Founders Cup for the first time since 2018-19. With the continued implementation of the Ontario Hockey Federation's season structure, these events are becoming a more established part of team calendars. Combined, the two tournaments welcomed more than 100 teams, including participation from the OMHA.

Looking ahead, the goal is to continue increasing team participation, helping keep players on the ice, referees officiating, and ice partners active later into the season. Extending meaningful hockey opportunities for families through late March remains a key priority.

The GTHL continued to adapt to the OHF season structure by hosting a third pre-season week to accommodate strong interest from tournament hosts and GTHL teams.

At the Under-10 to Under-12 levels, teams continued to benefit from the philosophy that every team qualifies for the post-season, with the preliminary round serving as an extension of the GTHL Playoffs. The Under-13 level followed a similar model, while still maintaining traditional playoff qualification requirements due to the need to declare 'A,' 'AA,' and 'AAA' champions for OHF and Hockey Canada championships. The Under-14 to Under-18 levels remained in a traditional playoff series format. The GTHL schedule also continued to accommodate exam and spring breaks for U17 and U18 'A' and 'AA' teams.

At the 'A' level, GTHL champions faced the Under-15 'A' Mississauga Hockey League champions in a best-of-three GTHL 'A' Championship series, with a berth at the OHF Championships on the line. The U14 to U18 'A' Championships were decided through one-game playoffs at the conclusion of the season. At the U10 to U13 levels, MHL teams participated in the West Division of the GTHL Competitive program and therefore did not take part in the GTHL 'A' Championships.

In total, the GTHL competitive program played more than 400 exhibition games, 7,942 regular season games, and 1,236 playoff games. The King Clancy Cup and Founders Cup combined for 346 games, representing nearly the equivalent of a full week of ice usage.

## **Arena Staff – Rink Attendants and Timekeepers**

The GTHL utilized 43 Rink Attendants during the 2025-26 season. In addition, the League had more than 100 Timekeepers supporting GTHL games throughout the year.

Over the course of the season, the League conducted eight Timekeeper clinics across both the Junior and Intermediate levels, certifying a total of 140 Timekeepers. This represented an increase of 20 from the 2024-25 season.

Among active Timekeepers, the GTHL saw strong gender representation, with 55 male and 48 female Timekeepers supporting League operations — reflecting an almost even gender split in this important game-day role.



## Officiating

1. League Staff: 288
2. Tournament Staff: 145
3. 18 Green Arm Band / Fast Track Participants

The 2025-26 season marked the successful introduction of the four-official system at the U16 AAA and U18 AAA levels, further supporting the quality and consistency of officiating in high-level competition.

The GTHL Fast Track program also continued to strengthen the League's officiating pathway, recruiting 18 new officials into the competitive program. These officials worked regular season games, tournaments, and playoffs with a high degree of success. Now in its fourth season, the Fast Track program continued to build on the momentum established in its early years, with the League's supervisory team placing a strong focus on supporting and developing new officials at the start of the 2025-26 season.

Across 24 tournaments hosted by GTHL clubs, the League assigned officials to 3,222 tournament games. The GTHL also assigned officials to 7,942 regular season games and 1,612 post-season games, including the King Clancy Cup and Founders Cup, bringing the total number of assigned games to 12,776 in 2025-26.

The League also maintained strong officiating coverage throughout the season, with 98 per cent of applicable regular season games using a three- or four-official system, increasing to 99 per cent for applicable playoff games.

## League Coverage

The Series Chairs program, which assigns League representatives to specific age groups and/or regions, continued to serve as an important tool for gathering operational feedback throughout the season.

These representatives were asked to monitor games involving heated or potentially emotional rivalries, with requests for coverage continuing to increase year over year. The GTHL's team of 12 Series Chairs has been a valuable resource, first assisting at the start of the season with safety, cleanliness, and scheduling matters, and later providing an unbiased presence at high-intensity games as the season progressed.

Looking ahead to 2026-27, the goal is to expand Series Chair coverage in the west end of the GTHL. Series Chairs will also continue to be selected to represent the League at OHF Championships.





# Risk Management

## GTHL Complaint Intake and Redirected Independent Third Party (ITP) Matters

A total of 169 matters (12 less than the 2024-25 season) were reviewed and addressed in accordance with the Hockey Canada Maltreatment Complaint Policy and the Greater Toronto Hockey League Complaint Management Policy, representing a decrease from the previous year’s total of 181 matters. These matters included in-game, non-penalized incidents where allegations were directed to the Official and subsequently submitted to the League. The total also includes complaints redirected from the Independent Third Party (ITP), as well as those filed directly with the League.

This year’s reporting also includes a dedicated sub-report for discrimination-related matters, providing greater transparency and insight into the nature of concerns brought forward under the League’s complaint management process. The number of discrimination-related matters reported this year was lower than in the previous reporting period, contributing to the overall decline in matters reviewed by the League.

When a matter is referred to the ITP, the approach taken depends on the specific circumstances involved. The ITP may apply Hockey Canada policies and procedures or draw on the support of affiliated organizations to address concerns involving players, families, or coaches. In cases where individuals have experienced abuse, harassment, misconduct, bullying, or discrimination, the GTHL applies its Complaint Management Policy to ensure concerns are addressed appropriately. Each complaint undergoes a thorough and impartial review process with the objective of promoting a safe, inclusive, and equitable environment for all participants.

<b>Risk Management: GTHL Complaint Intake and Redirected Independent Third Party (ITP) Matters</b>	
Abuse of Power	6
Abuse of Power with Retaliation	1
Bullying / Harassment	47
Bullying / Harassment with Abuse of Power	1
Bullying / Harassment with Discrimination of Disability	2
Bullying / Harassment with Discrimination of Genetic Characteristics	1
Bullying / Harassment with Discrimination of Race	4
Bullying / Harassment with Discrimination of Race and Gender Identity	1
Bullying / Harassment with Discrimination of Sexual Maltreatment and Sexual Orientation	1
Bullying / Harassment with Retaliation	1
Bullying / Harassment with Sexual Maltreatment	2
Bullying / Harassment, Discrimination, Marital / Family Status, Gender Identity	1
Bullying / Harassment, Field of Play, Physical Abuse	1
Bullying / Harassment, Neglect	1



Bullying / Harassment, Physical Abuse, and Discrimination of Sexual Maltreatment	1
Bullying / Harassment, Social Media Harassment	1
Discrimination	74
Field of Play	6
Neglect	1
Physical Abuse	3
Physical Abuse, Field of Play	1
Sexual Maltreatment	1
Social Media Harassment	7
Other	4
<b>TOTAL:</b>	<b>169</b>

The following section provides a more detailed breakdown of the 74 discrimination-related matters reported in 2025-26. This added layer of reporting supports greater transparency and helps inform continued efforts to strengthen safety, inclusion, and respect across the GTHL.

<b>Discrimination Matters: Category Breakdown</b>	
Disability	1
Gender Identity / Expression	2
Genetic Characteristics	7
Marital / Family Status, Gender Identity	1
National or Ethnic Origin	1
National or Ethnic Origin, Religion, Faith, or Beliefs	1
Other	7
Race	15
Race, Gender Identity / Expression	1
Religion, Faith, or Beliefs	2
Religion, Faith or Beliefs, Race	3
Sex	23
Sexual Orientation	10
<b>TOTAL:</b>	<b>74</b>

# Provincial Champions

Two Greater Toronto Hockey League teams captured Ontario Regional Championships in April:

- **Under-13 AAA All-Ontario Championship:** Toronto Marlboros (Finalist)
- **U14 OHL Cup:** Toronto Jr. Canadiens (Champion) and Toronto Marlboros (Finalist)
- **Under-15 BB/A OHF Championship:** Lorne Park Clarkson Wild (Inaugural Champion)
- **Under-15 AA OHF Championship:** Greater Toronto Capitals (Finalist) and Vaughan Rangers (Fourth place finish as hosts)
- **U16 OHL Cup:** Toronto Jr. Canadiens (Finalist)
- **Under-18 AA OHF Championship:** Ted Reeve Thunder (Champion)
- **Under-15 AAA All-Ontario Championship:** Vaughan Kings
- **Under-18 'AAA' Central Region Championship:** Toronto Titans (Bronze Medalist Finish)

# Corporate Partnerships And Marketing

The 2025-26 season was a successful year for partnerships, building on the growth and momentum achieved in recent seasons. This progress was reflected not only through financial impact, but also through continued creative exploration and the development of mutually beneficial opportunities with both existing and new partners.

As a result, sponsorship inventory and partnership gaps that remained throughout the year were viewed as less as challenges and more opportunities, helping identify where future growth and development can be focused.

## FINANCIAL SUMMARY

Whether through paid partnerships, such as presenting sponsorships for major events, or in-kind contributions built around value exchange, GTHL partnerships are developed with purpose. Each opportunity is designed to create positive impact for the League while delivering meaningful mutual benefit for partners.

In 2025-26, approximately \$500,000 in sponsorship-related revenue was secured, along with more than \$100,000 in additional savings through related collaborations. Together, this represented an 11 per cent year-over-year increase in sponsorship revenue, while also reducing expenses that would have otherwise been.



## **BASKITS**

A unique partnership was formed with Baskits midway through the 2025-26 season, as the GTHL sought strategic support for corporate gifting to help offset an anticipated expense. In return, Baskits welcomed the opportunity to further align with the GTHL and connect with the broader hockey community.

This successful collaboration was entirely cashless, while still creating meaningful value for both organizations.

## **CANLAN SPORTS**

Setting the stage for the 2026 GTHL Top Prospects Game fuelled by Gatorade to be played at a new venue, Canlan Sports was cooperative in establishing a contra collaboration that made that happen. In exchange, they were able to leverage various physical and digital opportunities to both engage with and advertise to the GTHL network.

## **ESSO (IMPERIAL OIL)**

The 2025-26 season marked the second year of Esso's three-year term as the Official Fuel of the GTHL. Through this partnership, Esso continued to hold the presenting status of both the GTHL Esso Puck Drop Weekend and the Esso Jersey Patch Program.

Reaching competitive teams across the League, this sponsorship directly supported efforts to control costs while enhancing the participant experience in a unique way made possible by Esso's strong commitment to hockey. Esso's willingness to support the GTHL beyond its core partnership assets was also felt throughout the season, with added presence at events including the GTHL Awards Gala, I Play in the G Festival, and OHL Cup.

## **GATORADE (PEPSICO)**

Partway through a three-year renewal recognizing Gatorade as the Official Sports Hydration Partner of the GTHL, the brand continued to maintain an active and meaningful presence across the League.

Through its involvement with the GTHL Top Prospects Game, U18 All-Star Festival, Competitive Power Rankings across the 'A,' 'AA,' and 'AAA' divisions, and Competitive Team of the Month, Gatorade's commitment and alignment were felt throughout the season.

The creative and strategic use of product allowance also helped enhance a variety of GTHL offerings and events, further strengthening the value of the partnership.

## **GITCH SPORTSWEAR**

Continuing to build on the collaboration with Gitch Sportswear (GSW), as the GTHL's Official Apparel Partner, 2025-26 offered opportunities beyond their involvement with the GTHL Playoffs, GTHL Development Days, GTHL Top Prospects Game, U18 Star-Festival, I Play in the G Festival, and GTHL Online Store. Yet again, the GSW Team stepped up to support in ways beyond their commitment, providing resources for the League's first-ever Girls Development Day in March 2026.

## **HOCKEY HALL OF FAME**

A partnership that maintained strength in alignment through 2025-26, the GTHL's collaboration with the Hockey Hall of Fame (HHOF) is an important one, not related to financial gain. Rather, the impact is based on expenses saved and value to offer. The annual GTHL Awards Gala continues to be hosted at the HHOF, while they also offer admission tickets for distribution throughout the League, in exchange for key placement among the GTHL's digital presence.

## **LIVEBARN**

LiveBarn remains the Official Streaming Platform of the GTHL, as they continued to work through expanded cameras and recording capability in most (to all) of the rinks that GTHL activity was played in. Beyond supporting increased access for viewership of regular season and playoff games, LiveBarn and the GTHL collaborated on production and packages for special events such as the 2026 GTHL Top Prospects Game and 2026 OHL Cup.

## **MILK (DAIRY FARMERS OF ONTARIO)**

An exciting development part-way through the prior off-season, a collaboration with Milk (Dairy Farmers of Ontario) was formalized as the start of 2025-26 neared. The partnership centred around direct sponsorship support for upward of 41 U18 House League teams, as well as two bursaries valued at \$5,000 each which will be included within the GTHL Awards Gala programming. Milk remained available to collaborate and support further throughout the season, including with gifting items to distribute at the 2026 I Play in the G Festival.

## **NOTHERS THE AWARD STORE**

As the Official Awards Partner of the GTHL for the third season, through this five-year term, collaboration remained strong among Nothers The Award Store and the GTHL. Not only did the League continue to rely on the commitment to excellence from the team at Nothers for medals, trophies, and recognition items in various capacities, Nothers also maintained their vital role as presenting sponsor for the GTHL Awards Gala and House League Team of the Month. This remains one of the closest working relationships of the League's.

## **ONTARIO HOCKEY LEAGUE (OHL)**

Progress continued regarding the ongoing working relationship with the Ontario Hockey League (OHL), in the lead-up, planning, and execution of the 2026 OHL Cup. An expanded tournament meant additional logistics, yet the collective group coordinated all factors to a degree that made 2026's one of the most successful tournaments to date with relation to event delivery, game scheduling, content output, streaming numbers, and merchandise sales. Over 1,300 spectators attended the Championship Final at Mattamy Athletic Cent-

Renewed into the 2025-26 campaign, the Ontario Minor Hockey Association (OMHA) was again enabled to include GTHL teams in their outreach to offer the sponsorship opportunity established with their partner, Dejardins. Those who participate equate to a revenue share for the League, from the revenue gain to the OMHA for this program. This is a great example of collaboration among member organizations, with mutual benefit for all.



## **PARAGENIX SYSTEMS**

Now into the second year of a more official approach to the collaboration, Paragenix Systems and the GTHL continued to utilize access to and usage of respective resources throughout 2025-26. As neighbours who share roadway space at Downsview Park, this cashless exchange continued to benefit both exactly as intended.

## **PIZZAVILLE**

After a few years of ongoing conversations to determine the right fit, the GTHL formalized a partnership with Pizzaville in 2025-26, naming the Canadian brand the Official Pizza of the GTHL.

Demonstrating its commitment to community, Pizzaville supported the U15 House League Helmet Sticker Program, which was made possible through the partnership. In total, 40 teams benefited not only from Pizzaville's financial sponsorship, but also from the company's generosity through catering and gift card offerings for participating families.

## **PRIMETIME SPORTS & ENTERTAINMENT**

Another example of a mutually beneficial contra collaboration, PrimeTime Sports & Entertainment maintained their commitment to providing access to their annual conference as well as posting to numerous digital profiles in exchange for leveraging the GTHL's online reach for advertising purposes.

## **PRO HOCKEY LIFE**

The 2025-26 season marked the first year of a three-year partnership renewal with Pro Hockey Life. In addition to continuing as title sponsor of the GTHL Regular Season through the Pro Hockey Life Cup, the Official Hockey Retailer of the GTHL expanded its presence across the League in meaningful ways.

Pro Hockey Life also came on board as presenting sponsor of the Fast Track Program and Development Newsletter, while continuing to support an annual digital contest with substantial prizing. Together, these initiatives reflected a more involved and impactful partnership, extending Pro Hockey Life's reach beyond its traditional sponsorship role.

## **SPORDLE**

Entering the second of the two-year partnership term in 2025-26, Spordle elevated their commitment to be present, on-site, and available to support the League as its Official Tournament Platform. Utilizing their services and expertise for the A Challenge Cup, Platinum Cup, and OHL Cup, Spordle's most direct financial impact came in the way of the contribution as the presenting sponsor of the Legacy Classic. Infusing a foundation of fundraised dollars toward the GTHL Legacy Fund, while gaining meaningful presence on-course and beyond.

## **DIGITAL ASSETS & ADVERTISING SALES**

Advertising sales dropped dramatically in 2025-26, but not because this area suffered in relation to partner presence. The reality is that asset inventory and availability had been scheduled for annual partners, leveraging that value as respective deliverables, to the degree that little to no inventory remained throughout the season for one-off advertisers.

This included a mix of dedicated eblasts, website ad campaigns, email banner ads, online contests, and social media collaboration.

For context, all partners reported on each have a unique mix of respective marketing assets included within the deliverables they are owed. Ultimately, this then secured committed-to marketing dollars via annual collaborations that more than compensated for the lack thereof from individual advertisers.

A new website, revised web story approach, expanded content ideas, and strategized content calendar will offer additional ways to leverage these assets in 2026-27. Whether that means expanded opportunity to welcome isolated advertisers or more to include in strategic partnership scenarios.

### EVENT-SPECIFIC SPONSORSHIPS

With a mandate of enhancing the experience for GTHL Members at the forefront, ideating collaborative potential to elevate events is always a priority.

Of course, the GTHL's presenting sponsors and event supporters do a wonderful job of infusing excitement into all offerings. However, there is no debate that additional presence from aligned collaborators complements those efforts. As evidenced throughout 2025-26.

Whether it was SMAHL Hockey adding a competitive touch to the off-ice experience, TPA Sports offering their training services, Junxion Performance activating to educate, the Brampton Steelheads gifting prizes for players, or the Toronto Marlies offering hundreds of tickets for strategic distribution.

In some cases, this resulted in financial gain. While in others, it meant an expense saved. Overall, each collaborator committing their involvement added to the successful delivery of events throughout the 2025-26 campaign.

### NEW SPONSORS/SPONSORSHIPS

As we look ahead to 2026-27, a more dedicated focus to gaps in sponsorship becomes possible throughout the off-season.

New supporting material to be produced, with updated metrics to illustrate the cases to be made on why it makes sense and matters to partner with the GTHL. All the while, the League prioritizes alignment and establishing a fit, first and foremost.



# Communications

The GTHL continued to strengthen and evolve its communications strategy throughout the 2025-26 season, with a focus on simplifying access to information, expanding digital storytelling, improving member and participant communications, and growing engagement across the League's platforms.

A major milestone of the season was the launch of the new GTHL website in September 2025. The redesigned platform created a more modern, accessible, and user-friendly experience for players, families, bench staff, officials, volunteers, Members, and partners.

The GTHL website continued to serve as one of its most important communication tools, recording 6.2 million views in 2025-26, up from over 5.7 million views the previous season. The site reached 458,562 active users and 444,992 new users, with schedules, standings, playoff information, and key League resources continuing to drive significant traffic. Together, the Standings and Schedule pages generated more than 3.4 million views, reinforcing the website's role as a primary destination for real-time League information.

The 2025-26 season also saw continued work to re-strategize how the GTHL communicates with Members, families, participants, and the broader hockey community. With the volume of information across the hockey system continuing to grow, the GTHL remained mindful of information overload and focused on improving what is communicated, how it is delivered, when it is shared, and how information can be made easier to understand and act on. Efforts continued to improve message coordination, prioritize member-first communication where possible, centralize important updates, and support more consistent delivery across GTHL channels.

Email communications remained an important part of the League's communications ecosystem. The Breakout Express newsletter continued to support broad League information, important participant updates, and community storytelling, while the Development Newsletter expanded its reach significantly, growing to more than 5,000 sends per issue beginning in January 2026. The Officiating Newsletter, now in its third season, continued to demonstrate the strongest engagement among GTHL newsletters, with an average open rate of 54.5 per cent and an average click rate of 7.3 per cent.

Across social media, the GTHL maintained and expanded its presence across Facebook, Instagram, LinkedIn, TikTok, X, Threads, and YouTube. Each platform played a distinct role in supporting League communications, from timely updates and event promotion to professional storytelling, short-form video, alumni recognition, partner visibility, and participant-focused content.

Instagram was the GTHL's highest-performing social media platform in 2025-26, finishing the season with 33,839 followers, up from 29,896 in 2024-25. The platform delivered significant reach and engagement throughout the season, including major spikes during playoff and championship coverage, while continuing to serve as a key storytelling channel for events, participants, teams, partners, and community initiatives. The GTHL also placed a stronger emphasis on collaboration with Members, completing 144 collaborative Instagram posts to better amplify team, association, and event content across the League. This included recognition of every 'A,' 'AA,' and 'AAA' champion and finalist with, at minimum, a team photo, as well as recognition of each King Clancy Cup and Founders Cup champion.

Video became a more intentional focus of the Communications department in 2025-26. YouTube became part of a dedicated strategy to expand storytelling and content coverage across all ages and levels, while TikTok continued to reach younger audiences through short-form, personality-driven content. The 2026 GTHL Playoffs also marked the second time the League created a championship game highlight video for each competitive



age group and level, helping extend the visibility and celebration of championship moments across the GTHL community.

Storytelling remained central to the League's communications approach. With web stories, social media, video content, event coverage, participant features, alumni recognition, community initiatives, and partner-supported programming, the GTHL continued to showcase the people, programs, and moments that define the League. Content throughout the season highlighted areas such as development, officiating, access, inclusion, community partnerships, alumni achievement, and major League events.

Overall, the 2025-26 season represented another important step in the GTHL's communications evolution. With a new website, stronger analytics reporting, expanded platform-specific strategies, and ongoing work to simplify and align communications, the League continued building a stronger foundation for how it informs, engages, and connects with its community. This commitment will continue into 2026-26, with projects ongoing to further support clear, accessible, timely, and effective communications across the GTHL.

### **NEW GTHL WEBSITE LAUNCH – September 2025**

On September 15, 2025, the GTHL launched its new website, marking an important step forward in the League's digital communications strategy. The redesigned platform was developed to create a more modern, accessible, and user-friendly experience for players, families, bench staff, officials, volunteers, members, and partners.

The new website introduced improved navigation, a cleaner visual identity, and a stronger content structure to better support the way users access key League information. Core areas such as schedules, standings, development resources, news, events, and updates were organized to help users find what they need more quickly and efficiently.

Beyond serving as an information hub, the website also created new opportunities for storytelling and visibility across the GTHL community. With dedicated space for League initiatives, community programs, partnerships, development resources, and feature content, the platform has strengthened the GTHL's ability to highlight the people, programs, and stories that shape hockey across the Greater Toronto Area.

The launch represented a significant communications milestone for the League, providing a stronger foundation for digital engagement, improved and simplified access to information, and continued growth in how the GTHL connects with its community.

### **WEBSITE ANALYTICS – May 1, 2025 to April 30, 2026**

#### **Key Takeaways**

- The GTHL website recorded 6.2 million views in 2025-26, up from over 5.7 million views in 2024-25.
- The site reached 458,562 active users and 444,992 new users.
- Visitors generated 13.3 million total events and averaged 13.60 views per active user.
- Organic search was the top acquisition channel, accounting for 249,340 new users or 56.03 per cent.
- Direct traffic accounted for 164,570 new users, representing 36.98 per cent.
- Organic social contributed 20,849 new users, representing 4.69 per cent.

- The Standings page was the most-viewed page, with 1,916,076 views or 30.72 per cent of total website views.
- The Schedule page followed with 1,488,526 views, representing 23.86 per cent of total views.
- Combined, the Standings and Schedule pages generated more than 3.4 million views.
- The homepage recorded 904,425 views and 153,525 active users.
- Playoff content drove strong traffic, with the GTHL Playoffs Centre generating 331,092 views and the U10-U18 Playoff Brackets page generating 315,152 views.

## Website Analytics – Overview

The GTHL website continued to serve as a key information hub for players, families, bench staff, officials, volunteers, and the broader hockey community throughout the 2025-26 season. From May 1, 2025 to April 30, 2026, the website recorded 6,237,314 total views, surpassing the previous year’s total of over 5.7 million views and reflecting continued growth in overall site traffic.

Over the same period, the website reached 458,562 active users and 444,992 new users. Organic search remained the leading acquisition channel, accounting for 249,340 new users, or 56.03 per cent of total new users. Direct traffic followed with 164,570 new users, representing 36.98 per cent, while organic social contributed 20,849 new users, or 4.69 per cent. Referral traffic accounted for 11,871 new users, representing 2.67 per cent.

Engagement across the website was also strong, with users generating more than 13.3 million total events and averaging 13.60 views per active user. The average engagement time per active user was one minute and 18 seconds, with 3.7 engaged sessions per active user.

As in previous seasons, schedule and standings content continued to drive a significant portion of website activity. The Standings page was the most-viewed page on the site, generating 1,916,076 views, or 30.72 per cent of total website views, and reaching 180,566 active users. The Schedule page followed with 1,488,526 views, representing 23.86 per cent of total views, and 127,063 active users. Combined, the Standings and Schedule pages accounted for more than 3.4 million views, underscoring the website’s role as a primary destination for real-time League information.

The homepage also remained a key entry point, recording 904,425 views and 153,525 active users. Playoff-related content performed strongly as well, with the GTHL Playoffs Centre generating 331,092 views and the U10-U18 Playoff Brackets page adding 315,152 views. Additional high-traffic pages included U10-U13 first round robin playoff content, tryout information, schedules and scores, the King Clancy Cup page, players wanted listings, member resources, league standings, rulebook content, playoff formats, and referee clinic information.

Overall, the 2025-26 website analytics demonstrate the continued importance of the GTHL’s digital platforms in supporting access to timely information, improving communication with members and families, and connecting the hockey community with key League programming, schedules, standings, events, and resources.



## MEMBER AND PARTICIPANT COMMUNICATIONS

Throughout the 2025-26 season, the GTHL continued to evaluate and refine how it communicates with Members, families, participants, and the broader hockey community. With the volume of information across the hockey system continuing to grow, the League remained mindful of information overload and the importance of delivering clear, timely, and useful communications.

This work included continued consideration of what information is shared, how it is communicated, when it is delivered, and how it can be made easier for Members, families, and participants to understand and act on. The GTHL also continued efforts to improve message coordination, prioritize member-first communication where possible, provide clearer timing around key updates, centralize important information, and support more consistent delivery across League channels.

The League's commitment to improving communications will continue into 2026-27, with ongoing projects aimed at simplifying processes, strengthening alignment, and identifying more effective ways to support its Members, families, and all participants across the GTHL.

### Breakout Express Email Newsletter

- Continued to serve as a key communication tool for families, participants, Members, and the broader GTHL community.
- Seven issues were distributed between September 2025 and April 2026.
- Generated a total of 158,045 sends, 57,581 opens, and 2,934 clicks.
- Delivered to an average of more than 22,500 subscribers per issue.
- Average open rate of 35.7 per cent.
- The October 2025 edition reached the largest audience, with 29,048 sends.
- The September 2025 edition recorded the strongest open rate at 61 per cent.
- The March 2026 edition generated the highest number of clicks with 671.

### Development Newsletter

- Continued to support education, awareness, and access to development-related information for coaches and bench staff.
- 11 issues were distributed between June 2025 and May 2026.
- Generated a total of 39,922 sends, 14,136 opens, and 1,396 clicks.
- Audience reach grew over the season, increasing from approximately 2,200 to 2,500 sends per issue through the summer and fall to more than 5,000 sends per issue beginning in January 2026.
- Average open rate of 44.4 per cent through 11 issues.
- The September and November editions recorded the strongest open rates at 60 per cent.
- The April 2026 edition generated the highest click rate at 4.6 per cent.
- Six consecutive issues had an open rate of over 56 per cent (November through June).

### Officiating Newsletter

- In its third season, the Officiating Newsletter continued to streamline communication with officials and strengthen engagement within the GTHL officiating community.
- 11 issues were distributed between June 2025 and May 2026.
- Generated a total of 19,461 sends, 10,473 opens, and 1,327 clicks.
- Average open rate of 54.5 per cent through 11 issues – the highest of the GTHL newsletters.

- Demonstrated a strong engagement through the first half of the season, with six issues recording an open rate of 59 per cent or higher.
- Five issues recorded open rates of 68 per cent or higher.
- The June 2025 edition generated the strongest click rate at 10 per cent.
- Average click rate of 7.3 per cent (the highest of all GTHL newsletters), with five issues having a click rate of eight per cent or higher.

## GTHL SOCIAL MEDIA GROWTH & ENGAGEMENT

### Facebook

From June 1, 2025 to May 31, 2026, the GTHL Facebook page generated 563,168 total views. The platform also recorded 22,750 three-second video views, representing a 297 per cent increase, along with 850 one-minute video views, a 10 per cent increase. Total watch time reached five days and four hours, reflecting a 167 per cent increase over the reporting period.

The page finished the season with more than 4,600 followers, continuing to provide the GTHL with an important platform to reach families, participants, volunteers, officials, alumni, partners, and the broader hockey community.

Photo content accounted for the largest share of views at 44.7 per cent, followed by link posts at 29.9 per cent, multi-photo posts at 11 per cent, reels at 10.8 per cent, and multimedia posts at 3.4 per cent. Audience reach also extended beyond the existing follower base, with 55.5 per cent of views coming from non-followers and 44.5 per cent from followers.

Overall, Facebook remained a valuable channel for sharing League news, celebrating participants, promoting events and initiatives, and extending the reach of GTHL content beyond its own website.

### Instagram

Instagram was once again the GTHL's highest-performing social media platform throughout the 2025-26 season, delivering significant reach, engagement, follower growth, and visibility for League content. The platform continued to serve as a primary storytelling channel for the GTHL, supporting event coverage, participant recognition, community initiatives, partner visibility, team celebrations, alumni moments, program updates, and real-time League storytelling.

The GTHL finished the 2025-26 season with 33,839 followers, up from 29,896 followers in 2024-25. This represented an increase of 3,943 followers, reflecting continued audience growth and strong engagement with GTHL content across the season. Over the last two seasons, the GTHL's Instagram audience has grown by a total of 8,339 followers.

Instagram's performance was especially strong during the second half of the season, as playoff content, championship storytelling, event coverage, collaborative posts, and timely hockey culture moments helped drive major spikes in reach and engagement. In March and April, the platform recorded its strongest results of the season, including reporting periods of 4.6 million views from March 3 to April 1 and 7.3 million views from March 10 to April 8. These periods were driven by a combination of playoff coverage, championship content, highly shareable posts, and strong engagement from both followers and non-followers.



A key factor in Instagram's growth was its ability to reach audiences beyond the GTHL's existing follower base. Across several monthly reporting periods, non-followers accounted for a significant share of total views, including 63.9 per cent from March 3 to April 1 and 68 per cent from March 10 to April 8. This reflected Instagram's value as both an engagement platform for the existing GTHL community and a discovery platform for new audiences.

The platform also generated strong interaction. From March 10 to April 8 alone, Instagram recorded 189,641 interactions, with 66.9 per cent coming from non-followers. From March 3 to April 1, the platform generated 108.6K interactions, while the January reporting period saw 56.9K interactions. These results reinforced the strength of Instagram as a platform for content that not only reaches audiences, but encourages them to engage, share, comment, save, and connect with the League's stories.

Instagram also supported measurable profile activity and audience movement. During the March 10 to April 8 reporting period, the platform generated 29,929 profile visits, an increase of 154.8 per cent from the previous period, along with 501 external link taps and 988 new followers. From March 3 to April 1, Instagram generated 22,413 profile visits, 520 external link taps, and 836 new followers.

Content volume and consistency were also important parts of the platform's success. Instagram became a central channel for daily and event-based storytelling, with the GTHL sharing a mix of posts, reels, and stories across the season. January was a particularly active month, with 244 pieces of content shared between January 3 and February 1, followed by 201 pieces of content from March 3 to April 1 and 242 pieces of content from March 10 to April 8. This consistent content output helped support visibility across major events, seasonal milestones, playoff coverage, and League initiatives.

The GTHL also placed a stronger emphasis on collaboration with Members through Instagram, using collaborative posts to better support content development and extend reach across the League. In 2025-26, the GTHL collaborated with Members on 144 Instagram posts, helping amplify team, association, and event content while strengthening shared storytelling across the hockey community.

This collaborative approach was especially important during the post-season, with the GTHL once again recognizing every 'A,' 'AA,' and 'AAA' champion and finalist with, at minimum, a team photo shared through League channels. Each King Clancy Cup champion and Founders Cup champion was also recognized, helping celebrate team success across more areas of the GTHL.

For the second time ever, each 'A,' 'AA,' and 'AAA' championship game also received a dedicated highlight video, with supporting graphics shared on Instagram to direct audiences to the full highlights on YouTube. Together, these efforts helped celebrate more participants, increase visibility for Members, and create a more connected digital presence across the GTHL. The League will continue to build this collaborative approach into its communications strategy moving forward.

Several individual posts and content moments demonstrated the platform's ability to generate significant reach and engagement. A George Springer / Blue Jays-inspired hockey moment generated 239,871 views, reached 134,289 accounts, and produced 9,000 likes, 2,100 shares, 456 saves, and 72 follows. An open letter to the Toronto Blue Jays generated 146,819 views, reached 58,299 accounts, and produced 6,100 likes, 1,700 shares, 674 saves, and 58 follows. These examples highlighted how timely, creative, and culturally relevant content helped the GTHL connect hockey with broader community moments.

Overall, Instagram remained GTHL's strongest social platform in 2025-26, combining high reach, strong

engagement, follower growth, collaborative storytelling, and consistent content output. The platform played a major role in celebrating the GTHL community, amplifying Member stories, supporting League events and initiatives, and extending the reach of GTHL communications well beyond its existing audience.

## LinkedIn

From June 9, 2025 to May 31, 2026, GTHL LinkedIn content generated 206,218 total impressions and 98,957 unique impressions. Across the reporting period, posts also generated 9,578 clicks, 2,981 reactions, 83 comments, and 70 reposts, for a total engagement rate of approximately 6.2 per cent.

At the post level, the GTHL published 460 posts, generating 201,761 impressions, 9,328 clicks, 3,070 likes, 89 comments, and 199 reposts. Video content also continued to support storytelling on the platform, with 50 video posts generating 21,296 views.

The GTHL's LinkedIn audience also continued to grow in 2025-26, finishing the season with 4,130 followers. This represented an increase of 447 followers from the 2024-25 total of 3,683.

LinkedIn engagement was driven by a mix of League storytelling, community initiatives, officiating content, alumni recognition, and event promotion. High-performing content included posts related to the Fast Track Officials Program, U18 All-Star Festival officiating crews, Beyond the Whistle features, GTHL Legacy Classic, Talk Today pilot with CMHA Ontario, alumni accomplishments, and major community or League moments.

Overall, LinkedIn remained a valuable platform for reaching a professional and community-focused audience, helping the GTHL highlight its impact beyond the ice while strengthening visibility for programs, partners, volunteers, officials, alumni, and key League initiatives.

## TikTok

TikTok continued to be an important platform for the GTHL to reach younger audiences, showcase personality-driven content, and highlight moments from across the League in a more creative and engaging format.

From June 1, 2025 to June 1, 2026, the GTHL's TikTok account generated 602,475 video views. The account also reached an audience of 488,550, an increase of 149.58 per cent, while profile views grew to 17,045, representing an increase of 109.99 per cent.

Audience engagement also saw significant growth, with the platform recording 39,580 engaged audience members, an increase of 182.39 per cent. The account finished the season with 17.7K followers, up from 17.3K in 2024-25, and 340.6K total likes, an increase of 22.6K likes from the previous season.

Top-performing videos included a U18 A moment connected to George Springer's Game 7 home run, which generated 69.7K views, a player-focused question video at Rookie Camp with 62.2K views, OHL Cup content with 45.5K views, and I Play in the G Festival content with 41.3K views. These results reinforced the value of short-form video in showcasing the fun, personality, community, and memorable moments that help define the GTHL experience.

Overall, TikTok continued to support the League's digital storytelling strategy by extending reach beyond traditional channels, engaging participants and fans in a more informal way, and helping bring the GTHL community to life through video.



## **X and Threads**

The GTHL continued to maintain its presence on X, formerly known as Twitter, as part of its broader social media strategy, finishing the 2025-26 season with 12,106 followers. While the landscape on X continues to change, the GTHL continues to manage the platform with League updates, information, storytelling, and more.

The GTHL also maintained its Threads account for a third consecutive season, providing an additional platform to connect with the hockey community in a changing social media landscape. By the end of 2025-26, the GTHL had grown to 4,949 followers on Threads, an increase of 614 followers from 2024-25 and 1,732 followers over the last two seasons.

## **YouTube**

YouTube became a prime focus of the GTHL Communications department during the 2025 offseason, with the platform becoming part of a dedicated strategy to expand storytelling and content coverage across all ages, levels, and areas of the League. The renewed focus on YouTube supported the GTHL's broader goal of using video to highlight the people, programs, events, and moments that make up the GTHL community.

From June 1, 2025 to May 31, 2026, the GTHL YouTube channel generated 59,476 views, 1,900 watch hours, and 219 new subscribers. Video-specific reporting showed 58,000 video views, 584,600 impressions, a 4.9 per cent click-through rate, and an average view duration of 1:54.

The channel's strongest period of growth came during March and April, driven largely by playoff and championship content, as the 2026 GTHL Playoffs marked the second time the League created a championship game highlight video for each age group and level. Top-performing videos included Start Hockey: How to Put on Hockey Equipment with 6,336 views, 2026 GTHL Top Prospects Game highlights with 4,263 views, and several 2026 championship series highlight packages across U16 AAA, U18 AAA, U15 AAA, U14 AAA, U13 AAA, and U11 AA divisions.

Audience reporting also reflected the platform's continued opportunity for growth, with 69.6 per cent of viewers classified as new viewers, 28.0 per cent as casual viewers, and 2.4 per cent as regular viewers. Geographically, the channel's audience was led by Canada at 72.9 per cent, followed by the United States at 11.8 per cent.

Overall, YouTube strengthened the GTHL's ability to showcase the game through long-form and highlight-based video content, while creating a stronger foundation for future storytelling, event coverage, development resources, and participant-focused features across the League.

## **HIGHLIGHTS & NOTABLES**

### **Beyond the Bench**

In 2025-26, the GTHL re-introduced the Beyond the Bench series, presented by Nothers The Award Store, as a dedicated, monthly storytelling initiative focused on highlighting coaches across the League and the unique stories, experiences, and philosophies that shape their impact behind the bench.

The series featured eight coaches from across the GTHL community, showcasing a wide range of coaching journeys, backgrounds, perspectives, and pathways into the game. Through these stories, the League highlighted the important role coaches play not only in player development, but also in creating positive

environments, building confidence, supporting life skills, and helping young athletes grow both on and off the ice.

A stronger emphasis was also placed on video storytelling, with three Beyond the Bench features produced as video pieces. This approach helped bring coaches' voices and personalities forward in a more engaging way, while supporting the GTHL's broader communications strategy to expand meaningful video content across its platforms.

The series also supported the League's commitment to diversity, equity, and inclusion by intentionally sharing stories from a variety of lived experiences and perspectives. Features highlighted women in coaching, cultural and family influences, immigrant family experiences, mentorship, mental performance, grassroots development, and different pathways into hockey. Together, these stories helped reflect the diversity of the GTHL community and reinforced the importance of making coaching spaces more visible, welcoming, and representative.

Across the eight stories, at least 10 different GTHL associations were represented or referenced across varying levels, including the Toronto East Enders Ticats, Mississauga North Stars, Mississauga Rebels, North York Knights, Greater Toronto Capitals, Streetsville Tigers, Leaside Flames, Erindale Spitfires (Erindale Hockey Association), Scarborough Ice Raiders, and West Hill Golden Hawks.

### **Beyond the Whistle**

In 2025-26, the Beyond the Whistle series presented by Pro Hockey Life, continued as a dedicated storytelling initiative focused on highlighting officials across the GTHL and sharing the personal experiences, pathways, and perspectives that bring them to the ice.

The series featured 12 officials from across the GTHL officiating community, showcasing a wide range of experience levels, backgrounds, motivations, and journeys within the game. Through these stories, the League helped shine a light on the people behind the calls, reinforcing that officials are athletes, leaders, mentors, learners, and valued contributors to the hockey experience.

Beyond the Whistle also played an important role in supporting a healthier hockey culture. By sharing officials' stories in their own words, the series helped humanize the role of the official and create greater understanding of the challenges, commitment, and care involved in officiating. This aligns with the GTHL's broader efforts to promote respect, safety, and a more positive environment on the ice for players, coaches, officials, and families.

The series also supported the League's commitment to diversity, equity, and inclusion by sharing stories from officials with a range of perspectives, experiences, and pathways into the game. This included three features highlighting women in officiating, along with stories from former players, newer officials, veteran officials, young officials, and others whose journeys reflect the many ways people become involved in the officiating community.

### **GTHL Impact Reports**

In 2025-26, the GTHL introduced GTHL Impact Reports as a more intentional approach to reporting and sharing the meaningful work taking place. Developed as part of the League's broader communications and storytelling strategy, the Impact Reports helped provide greater visibility into programs, partnerships, funding initiatives, and community-based efforts that support access, inclusion, development, mental health, and



participation in hockey.

These reports were shared through the GTHL website and social media channels, creating a clearer and more consistent way to highlight outcomes, tell the stories behind key initiatives, and demonstrate how League resources and partnerships are being used to support participants, families, members, and community organizations.

Impact Reports throughout the season included – but were not limited to – updates on the GTHL Legacy Fund Community Grant, the Talk Today pilot with CMHA Ontario, and the GTHL’s grant-matching partnership with KidSport Ontario. Together, these reports helped showcase tangible outcomes, including more than \$83,000 awarded through the 2025-26 Legacy Fund Community Grant, \$54,335 in KidSport funding supporting 95 athletes across 22 GTHL clubs, and 108 participants reached through the first season of the Talk Today mental health education pilot.

The Legacy Fund Community Grant reporting also helped demonstrate the growth and reach of the program, with funding supporting initiatives focused on reducing barriers, creating entry points to the game, supporting athlete development, and strengthening community connection through hockey. The Talk Today report provided important insight into the pilot’s first season, including participant feedback related to stress recognition, confidence, and satisfaction with the training.

By introducing GTHL Impact Reports, the League strengthened its ability to move beyond simply announcing initiatives and toward more meaningful reporting of results, reach, and community value. This approach supported greater transparency, improved accountability, and stronger storytelling around the work being done across the GTHL.

Looking ahead, Impact Reports will continue to serve as an important communications tool, helping the League track progress, share outcomes, and highlight the programs, partnerships, and people contributing to a more accessible, inclusive, and supportive hockey community.

### **Blue Jays Content: Connecting Hockey, Community, and Sport**

One of the GTHL’s strongest storytelling moments of the 2025-26 season came through content connected to the Toronto Blue Jays’ postseason run, demonstrating the power of sport to bring communities together across leagues, teams, and playing surfaces.

The first major content moment came from a GTHL game during Game 7 of the American League Championship, when two U18 A teams — Forest Hill and Hillcrest — paused in celebration after George Springer hit his home run. The clip was shared across GTHL social channels, including Instagram and TikTok, and quickly became one of the League’s highest-performing pieces of content. On Instagram, the post generated 239,871 views, reached 134,289 accounts, and produced 9,000 likes, 2,100 shares, 456 saves, 92 reposts, 69 comments, 477 profile visits, and 72 follows.

The GTHL followed with a written feature, An Open Letter to the Toronto Blue Jays, published on GTHLCanada.com and shared across social media. The article connected the Blue Jays’ season to lessons that resonate throughout youth hockey, including playing for the love of the game, respecting the sport, celebrating the journey, being a great teammate, and recognizing the unifying power of sport. On Instagram, the post generated 146,819 views, reached 58,299 accounts, and produced 6,100 likes, 1,700 shares, 674 saves, 112 reposts, 157 comments, 296 profile visits, and 58 follows.

Together, these moments showed the value of timely, creative, and community-connected storytelling. They also reinforced that the GTHL's communications can extend beyond hockey-specific updates to reflect the broader role sport plays in teaching lessons, building connection, and bringing people together. The strong response across platforms demonstrated that audiences are eager to engage with content that highlights the positive side of sport — collaboration, joy, respect, shared experience, and the reminder that everyone plays a part in creating meaningful sport culture.





# Financial Statement Review (Fiscal 2025-26)

## LEAGUE OPERATIONS

The introduction of open borders did not have as large an impact on the total number of teams and players in the competitive division as had been budgeted. While the League saw a modest increase in players and teams compared with 2024-2025, growth remained below budget expectations.

Year over year, player registration fees increased by \$40,000 based on the number of competitive players. Player registration fees were not increased in 2025-2026, reflecting the League's continued effort to keep costs down for parents and families.

Overall, the League had 25,187 players with a budget of 25,314. Growth was primarily at the house league level, while competitive participation remained stable compared with prior years.

Team entry fees were higher than last year due to seven additional teams and two additional Hockey Accredited Schools.

## TOURNAMENTS

Registration fees for the A Challenge Cup were \$15,000 higher than the prior year. Despite the loss of MLSE as a sponsor, the Platinum Cup remained a successful tournament. While registrations were slightly lower than expected, the tournament is expected to grow next year.

The Clancy Cup generated an additional \$20,500 in revenue, reflecting strong team interest in extending the season through competitive tournament play.

The return of the Founders Cup was modest in scale, but operationally successful. There were also six additional OHL Cup teams during the year.

## INVESTMENT INCOME AND OTHER INCOME

Investment income was down nearly \$100,000 from the prior year due to a lower interest-rate environment. Guaranteed investment certificates were purchased with cash reserves during the year to help mitigate the impact of falling interest rates throughout the fiscal year.

Fines, video appeals, and other revenue increased as two clubs faced significant fines, which increased revenue by \$10,000 for the year. The League had 78 unsuccessful video review appeals in the current year compared with 47 in the prior year, with revenue of \$250 per unsuccessful appeal.

## SPONSORSHIPS

Two new sponsorship programs supporting the house league level added \$48,700 in revenue from Pizzaville and Dairy Farmers of Ontario. Of this amount, \$41,340 went directly to participating house league clubs as financial assistance.



Insurance and assessment revenue, along with the corresponding expenses, were higher than last year due to Hockey Canada's assessment increasing from \$3 to \$10 per participant. The GTHL assessment and OHF assessment remained unchanged in 2025-2026.

### **LEGACY FUND SUCCESS STORIES**

The Legacy Classic achieved record profitability, adding \$64,450 to the Legacy Fund. Sponsorships were \$20,000 higher than the prior year, and fundraising efforts contributed an additional \$4,000 in revenue.

These funds help support our grants awarded in the year. During the year, \$83,370 in grants were awarded to supporting organizations. The League was also allocated \$34,705 in funding from the Ontario Hockey Foundation for Legacy Fund initiatives.

### **EXPENSE MITIGATION**

Ice costs were approximately 3.2 per cent higher than the prior year, largely attributable to higher contract costs negotiated by arenas. The League was able to minimize surplus ice during the season by running the King Clancy Cup and Founders Cup, while also holding additional games due to the increase in teams compared with the prior year.

Rink attendant costs were lower than expected. Scheduling efficiencies led to fewer total hours worked, and greater use of multi-pad ice facilities reduced rink attendant hours by approximately 2,000, resulting in savings of \$36,000.

Despite higher legal and risk management costs, remaining general and administrative costs decreased by 4 per cent, or \$24,000, year over year as the League continued to mitigate costs and reduce office and other administrative expenses.

Marketing costs increased year over year, mainly due to the launch of the new website. While the launch included an initial outlay of expenses, the investment is expected to lower ongoing website maintenance and IT-related costs in future years.

Financial assistance increased due to ongoing DEI initiatives and increased support to families and organizations compared with prior years. In addition, new sponsorships with Pizzaville and Dairy Farmers of Ontario were directed to support house league clubs.

# 2026

## **ANNUAL** Report



### **GREATER TORONTO HOCKEY LEAGUE**

57 Carl Hall Road, Toronto, ON M3K 2E2

Telephone: (416) 636 6845 • Facsimile: (416) 636 2035

[www.GTHLCANADA.com](http://www.GTHLCANADA.com)