



Greater Victoria Minor Ball Hockey Association

Victoria Vipers Rebranding Questions & Answers

Q: Why make the change to rebrand GVMBHA teams as Victoria Vipers?

The Greater Victoria Minor Ball Hockey Association (GVMBHA) is the region's premier ball hockey league for youth. We felt it was time to establish a more recognizable and compelling brand identity for our teams to support continued growth and the long-term success of the league.

The Vipers team name is one we have proudly used for our teams participating in the annual Western Challenge Cup (WCC) tournament. Rather than create a new and separate name for our league teams, it made sense to expand the great Vipers brand we already have across all our teams.

Q: Does this mean the GVMBHA as an association is now called Victoria Vipers?

No. The GVMBHA remains the organizing body for the league and its official functions are unchanged. The Vipers brand is simply a new name for our teams to support player engagement and help us promote the league and continue to build strong participation.

Having a team brand distinct from the name of the association is consistent with the practice of many other minor sports organizations.

Q: Why not keep the old Vipers logo?

While we know many players and members have an attachment to the previous WCC Vipers "snake head" logo, the GVMBHA executive felt it made sense to take advantage of this change to introduce a fresh new look. The new logo, designed by a professional graphic designer who has done past work with NHL teams, is more versatile for a variety of uses and will help establish greater visibility for the league in the community.

Q: Why not come up with a new name distinct from what we use for Western Challenge Cup teams?

The WCC teams have established a great reputation for the Vipers name over the years. This change lets us build on that by making it clear those WCC teams represent the GVMBHA.

Rebranding all our teams as the Vipers provides consistency across the league and is similar to how other minor sports organizations approach their naming and branding. Our WCC teams will continue to represent the league as the Vipers, and we are exploring how we can apply the new branding in creative ways unique to the WCC teams.



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Q: Can I get merchandise with the new logo?

All players registered for the 2024 Spring Season by January 15 will be entered in a random draw to win some Vipers merchandise. And watch for more news soon on how you can show your Vipers pride.

Q: Does this mean there will be new jerseys for the 2024 Spring Season?

Yes – we are finalizing plans with a local supplier for new jerseys for our spring teams. Watch for a sneak preview of those coming before the start of the season. They will be an improvement for players, and they're going to look really great.

Q: Is rebranding the teams expensive?

Along with the cost of new jerseys, there was a modest cost for the design of the new Vipers logo and other administrative aspects of implementing the rebranding. This is a one-time investment in the long-term future of the league, and it is possible thanks to a history of responsible fiscal management. With every investment we make in the league, we balance the value of improving the player experience with the need to keep costs low so the sport remains as accessible as possible for families.