

SPONSORSHIP INFORMATION
PACKAGE 2022

Tim Hortons



OVERVIEW

All across the nation, on frozen ponds, in community rinks and in state-of-the-art arenas, Canadians are playing our favorite national pastime: HOCKEY. Truly the definition of what it means to be a Canadian is hockey. No matter where you are or what you are doing, hockey and Canada go hand-in-hand. The Western Canada Pond Hockey Championships will take place December 27-29, 2022 in Chestermere, AB. Bringing the community together in an old fashion game of pond hockey.

Divisions will be as follows:

Under 18 Divisions:

Tyke, Novice A/B, Atom A/B, Pee-Wee A/B, Bantam A/B

Ringette:

All ages welcome!

MEDIA SUPPORT

Print/Electronic Advertising – As a sponsor, we will try our best to include you as much as possible with local and surrounding media. Local television, radio and print media will be on hand to capture this event. Your brand will be visible no matter where it is placed therefore giving your company credibility and selling features to your market.

Television – Local and surrounding television stations will be on board to assist bringing this event to a professional level.

OTHER EVENT PROMOTION

- Publicity** - In store posters, postcards will be displayed around the Chestermere area. Direct emails will be sent to Oil and Gas databases again to promote awareness for the event.
- Signage** - Sponsor Boards will be visible to high traffic areas throughout both the
- Website** - A dedicated website for this event will be developed that will give our sponsors high visibility with the google ad words and SEO that we will be doing for the website. Links to all sponsors websites will be visible for extra traffic to the sponsor.

Social Media - Social media is the key area of marketing this event. Facebook and Twitter along with LinkedIn will be used to gain mass awareness of the event. A special hashtag (#) for the event will be created for ease of following.

EVENT SPONSORSHIP SELECTIONS

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TITLE SPONSOR \$20,000 SOLD OUT

Be the company that calls this event their own. Title sponsorship is only available to one company who will get all the accolades and your company name out to thousands of people.

 - Title sponsorship of the event presented by ‘Your Company’
 - All print, radio and social media buys
 - Logo display around event area, entry and exit points
 - Logo on all Event Signage
 - Logo on Sponsor Board
- 2

HAT TRICK - (2 available) \$15,000 SOLD OUT

Hat Trick– As a Hat Trick rsponsor you will be able to highlight your company and your brand in high traffic areas. (limited spots available – first come first serve basis)

 - All print, radio and social media buys
 - Logo display around event area, entry and exit points
 - VIP Tent
 - Full Team Entry (8 players)
 - Logo on all Event Signage
 - Logo on Sponsor Board
- 3

RINK SPONSOR (14 available) \$2,500 SOLD OUT

As a rink sponsor you will be able to proudly display your company logo. Be right in the middle of the action and receive the following: (limited spots available – first come first serve basis)

 - Full Team Entry (8 players)
 - Private tent
 - Website Recognition
 - Social Media posts
 - Rink Named after your company

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TOP SHELF SPONSOR: \$2,000

As the Top Shelf rink sponsor you too will have your logo proudly displayed in the middle of the action. You will receive the following:

 - Full Team Entry (8 players)
 - Signage in high traffic area
 - Website Recognition
- 5

Team/Dressing Room: (5 available) \$1500

APut your brand in the inflatable igloo dressing room. Be where all the participants and spectators will be at least twice a day
- 6

VIP TENT SPONSOR: \$1000

VIP Tents are going to be an integral part of “warming up” and part of a social atmosphere. Please note these tents come with tables and 8 chairs along with a heater . Elevate your tent for corporate hosting by adding on to the decor and atmosphere. An a’la carte form will be sent to you for you to see all the great items you can rent at a subsidised cost. (llimited amount of tents are permitted on the ice so book early)
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CUSTOM SPONSORSHIP

Have another idea or a specific budget we are always wanting to be creative. Western Canada Pond Hockey Championships are always welcoming new sponsors with new ideas. Want to sponsor entertainment, food/beverage, volunteer swag - we will work within your budget to make it happen.

Cut off for sponsorship is November 1, 2022 in order to ensure signage is printed. Payment is due no later than November 15, 2022.

SPONSORSHIP AND EXHIBITOR APPLICATION FORM

Company Name

Address

Email Address

I am authorized to sign documents on behalf of the Organization, and I acknowledge that I have read the Application, Payment Guidelines and agree to be bound by them and comply with them in full.

Name

Please Sign

Please submit this application form by November 1, 2020 to:

Western Canada Pond Hockey Championships
Attn: Alex Halat
201W Chestermere Drive
Chestermere, AB

*Remember the sooner you sign up - the more advertising you will receive!

Application and payment guidelines:

Logos

Please attach your logo. The image dimensions must be in a square aspect ratio (the height must be equal to the width). Minimum acceptable dimensions are 600 x 600 pixels. Maximum acceptable dimensions are 1200 x 1200 pixels. The image must be less than or equal to 240 kB (kilobytes). We accept the following file formats (.jpg, .jpeg, .png, .eps or .ai files).

Signage

All signage will be printed on coroplast to assist with the weather temperature. Banners are printed on vinyl. Western Canada Pond Hockey Championships is not responsible for blurry images based on logos sent. Please send all images in high resolution. No reprints will be made.

Full Name

Phone Number

Please Enter Chooosen Sponsorship Package

Application

Applications must be received on the application form supplied. Sponsorship packages cannot be assigned without a signed application form.

Payment

You will be invoiced upon receiving this application form. Payment is due one month prior to the event.

Payment Options

Payment must be made in Canadian dollars.

Please select ONE of the following options:

Cheque or money order made payable to Western Canada Pond Hockey Championships

Credit Card - Visa or MasterCard

Cardholder Name

VISA or MASTERCARD Number

Expiry Date

CIV Code (3 digit number on back of card)

Digital Signature

