Revenue Generation

- Sponsorship
- Ticketing
- Grants
- Ancillary Events



Sponsorship Packages

- Develop your list of assets and inventory
- Cost out any servicing elements, i.e. signage, tickets, labor, etc.
- Build your hierarchy – what elements go with what levels
- Meet with your prospects to find out what they want to achieve
- Build a package to meet their goals
- Start big, then sell down to your community packages
- Know your community and sell your legacy



Engaging Event Partners

- Work with event sponsors to help sell tickets
- Allow Sponsors to get creative, employee rewards, volunteer opportunities, sponsor nights
- Sponsor areas, kid zones, minor hockey zones
- Integrate event partners into your media plan
- For Media sponsors, making sure you get value out of your partnership, finding them something to call their own



Sponsorship

Premier Marketing Partners
Imperial Oil (Esso)
Nike
RBC Financial Group
TELUS

International Marketing Partners
Canadian Tire
McDonald's
Molson
Pepsi/Frito Lay/Gatorade
Samsung
SportChek
Kraft Foods
Bauer Hockey
Boston Pizza
General Mills
General Motors
TimBrMart
Mark's

Official Broadcaster
TSN/RDS

National Marketing Partners
Wrigley
Hankook
Crown Royal





Working with Hockey Canada Sponsors

- What can you offer them that they don't already receive in being a sponsor of Hockey Canada?
- How can they support and promote your event?



Hockey Canada Partner Support

Sponsor	Activation
Esso	Gas cards
GM	8 vehicles
TELUS	25 phones
Wrigley	Gum & Candy
General Mills	Granola bars & Cereals
Gatorade, Lay's & Pepsi	Gatorade product, chips & pop
TSN/RDS	National broadcast
Blademaster	Skate sharpener
Rinkboards Inc.	Rinkboards
Jet Ice	Ice logos



Event Prospects	Category	Event Prospects	Category
Deloitte Touche, Ernst & Young, KPMG, PWC	Accounting	Law firms	Legal services
Goodwrench, Midas, Mr. Lube, Speedy Auto	Automotive Aftercare	Keg	Steakhouse
Avis, Budget, Hertz, National, Thrifty	Car rental	Star Choice	Satellite TV Provider
Lafarge, PCL, United Rentals	Construction	Lotteries	Gaming
7-Eleven, Macs	Convenience	RCMP, Local police	Police Recruiting
Sears, The Bay	Department Store	Ski-Doo	Recreational vehicles
Sirius Radio/XM Radio	Satellite Radio	M&M Meats	Retail Packaged Food Distributor
Sobeys, Loblaws, Save on Foods	Grocery	Sysco, Flanagan Foods, Cargill Meats	Wholesale Food Distributor
AMJ Campbell, Tippet Richardson	Moving	Flight Centre	Travel Agencies
Armed Forces	Recruiting	Hydro – Energy Companies	EnMax, BC Hydro
Grand & Toy, Office Depot, Staples	Office Supplies	Via Rail	Train Transport
Re/Max, Royal Lepage, Century 21	Real Estate	Bombardier	Transportation Manufacturer
ADT, Loomis	Security	Radio, Print	Media Outlets
John Deere	Farm Equipment	Leon's, Brick, La-Z-Boy	Furniture Stores
Porter Cable/ B & D	Tools	Petcetra	Pet food retail
Canadian Linen Supplies, Cintas	Uniforms	Moores	Clothing stores



Tickets

- Biggest source of revenue at you event
- Interconnected
- Positively correlated



Package Options

Bundle

(full event package, season ticket)

Single

(one game or day pass)

Different Product Types

Fixed

(family package, mini pack to specific games)

Flexible

(customers choose which games to attend)



Building Ticket Plan

- When to go on sale?
- Fees
- Target Market



Set Your Target

EVENT	TARGET
WU17	$250,000
NWU18	$30,000
WJAC	$175,000
WSHC	$20,000
ESSO CUP	$25,000
TELUS CUP	$95,000
RBC CUP	$225,000



Selling

- Rink
- Local businesses
- Online



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Grants

- Federal, provincial, municipal
- Tourism
- Hockey Canada hosting grant

Canada

Canadian Heritage Patrimoine canadien

Canadian Heritage Patrimoine canadien
Sport Canada

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Additional Revenue Sources

- Fan Fest
- Hockey Development
- Fundraising
- Auction
- 50/50
- Merchandise
- Event program



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CANADA

Budget

EXPENSES:	
Event Cancellation Insurance	$ 2,000.00
Facility Costs	$ 35,000.00
Accommodations	$ 6,700.00
Meals	$ 5,000.00
Transportation	$ 35,000.00
Event Site Visit - Previous Year	$ 2,300.00
Officials - Hotel, Meals, Travel & Fees	$ 7,120.00
Sponsorship Servicing Costs	$ 2,500.00
Advertising/Promotion	$ 1,000.00
Printing	$ 5,000.00
Game Operations	$ 800.00
Opening & Closing Ceremonies	$ 1,000.00
Signage/Pageantry	$ 2,500.00
Player Gifting	$ 5,000.00
Hospitality	$ 6,000.00
Volunteers - Apparel & Appreciation Event	$ 6,000.00
Office Expenses	$ 1,000.00
Special Events	$ 2,000.00
Laundry & Towel Service	$ 2000.00
Medical	$ 2,000.00
Credit Card Fees	$ 1,000.00
Contingency	$ 1,000.00
Total	**$ 81,920.00**

