

Sponsor Package Breakdown

	PLATINUM \$10,000	GOLD \$7500	SILVER \$5000	BRONZE \$2500
RECOGNITION				
In-game Announcement	Every game	Every game	Every game	x
Co-puck drop & Player of the Game Participation	Opening Game Bronze Medal Game Gold Medal Game	Three games	Three games	One game
Social Media & News Print Recognition	✓	✓	✓	✓
Logo & Website Link on Hockey Canada & Leduc Minor Hockey Webpage	✓	✓	✓	✓
PROMOTIONAL RIGHTS				
Give-away Opportunity	✓	✓	✓	x
Public Address Announcement	✓	✓	✓	x
Company use of a Sledge	✓	x	x	x
SIGNAGE				
On Camera Rink Board Advertising	✓	x	x	x
Off Camera Rink Board Advertising	x	✓	x	x
Banner Placement in Robinson Arena	✓	✓	✓	x
Sponsor of the Game Pull-Up Banner (one game)	x	x	x	✓
ADVERTISING				
Program Ad	Full Page	Half Page	Quarter Page	Eighth Page
HOSPITALITY				
Ice Level Bar Stool Seating – all games	8 VIP Passes	6 VIP Passes	4 VIP Passes	2 VIP Passes
Framed Team Canada portrait	✓	✓	x	x
Event Memorabilia	✓	✓	✓	✓
SCHOOL PROGRAM -\$2000 School program sponsors are greatly appreciated and benefit from banner placement in the Robinson arena and advertising during the event.				
RECOGNITION Logo and website link on Leduc Minor Hockey website. Two in-game announcement during sponsored game				
PRINCIPAL OR DESIGNATE CHALLENGE Sledge race around the ice surface during intermission				
ADVERTISING Eighth of a page advertisement in event program				
HOSPITALITY Two VIP passes for ice level bar stool seating at all tournament games				
EVENT MEMORABILIA 150 tickets for two school to attend either Monday or Wednesday afternoon game. Only two schools per afternoon game				
INTERESTED IN SPONSORING? Please contact Gregg Smith at sledgehockeysponsorship@gmail.com				
<i>*Please note – there are limited rink board advertising space. Advertising space is awarded on first come, first served basis. Contact Gregg today to secure your spot!</i>				



Platinum

\$10,000



The generosity of PLATINUM SPONSORSHIP is rewarded with the ultimate in promotion and visibility at the 2015 World Sledge Hockey Challenge with the bonus Platinum VIP access

RECOGNITION

- Recognition at every game with an in game announcement.
- Co-puck drop/ player of the game participation at three games, including the Opening game, Bronze Medal game and Gold Medal game.
- Social media and newsprint recognition.
- Logo and website link on Hockey Canada website along with Leduc Minor Hockey Website recognition.

PROMOTIONAL RIGHTS

- Sampling or giveaway opportunity at all tournament games. Items to be approved by Hockey Canada.
- Public address announcements at all ten (10) tournament games.

SIGNAGE

- On-Camera arena board advertising with final game being televised by TSN.
- Banner placement in the Robinson arena. Maximum banner size: 6'x3' Required by January 15, 2015.
- Company use of a sledge for one week

ADVERTISING

- Full page advertisement in the Hockey Canada event program. This ad will be supplied by the company. Ads are due January 9, 2015.

Mechanical Requirements – Event Program ads (with bleeds)

- Trim Size: width – 8.375" depth – 10.875"
- Bleed Size: width – 8.75" depth – 11.25"
- Type Safety Space: it is recommended that you do NOT place logos or text within .5" of the trim edge
- Colour: 4 colour process
- Bilingual

HOSPITALITY

Platinum VIP package includes:

- Eight (8) VIP passes for ice level bar stool seating. Event memorabilia will be issued at the completion of the tournament. These passes will also be good for seating on the concourse level if preferred.
- Framed Team Canada portrait for office display.



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Gold

\$7,500



Gold Sponsors will benefit from a wide-range of promotion throughout the entire event including media recognition, program advertising and puck drop participation.

RECOGNITION

- Recognition at every game with an in game announcement.
- Co-puck drop/ player of the game participation at three games, excluding Bronze Medal and Gold Medal games.
- Social media and newsprint recognition
- Logo and website link on Hockey Canada website along with Leduc Minor Hockey Website recognition.

PROMOTIONAL RIGHTS

- Sampling or giveaway opportunity at all tournament games excluding Gold Medal game. Items to be approved by Hockey Canada.
- Public address announcements at all ten (10) tournament games

SIGNAGE

- Off-Camera arena board* advertising with final game being televised by TSN
- Banner placement in the Robinson arena. Maximum banner size: 6'x3' Required by January 15, 2015.

ADVERTISING

- Half page advertisement in the event program. This ad will be supplied by the company by January 9, 2015.

Mechanical Requirements – Event Program ads (with bleeds)

- Trim Size: width – 8.375" depth – 5.4375"
- Bleed Size: width – 8.75" depth – 5.9375"
- Type Safety Space: it is recommended that you do NOT place logos or text within .5" of the trim edge
- Colour: 4 colour process
- Bilingual

HOSPITALITY

Gold VIP package includes:

- Six (6) VIP passes for ice level bar stool seating. Event memorabilia will be issued at completion of tournament. Passes will also be good for seating on the concourse level if preferred.
- Framed Team Canada portrait for office display.

*There are limited arena boards available. Sponsors will be assigned boards on a first-come, first-served basis.



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Silver

\$5,000



Silver Sponsors will benefit from a wide-range of promotions throughout the event. Silver Sponsor will be recognized in media advertising and in-game announcements throughout the tournament.

RECOGNITION

- Recognition at every game with an in game announcement.
- Co-puck drop/ player of the game participation at one game during event, as assigned by the Host Committee.
- Social media and newsprint recognition.
- Logo and website link on Hockey Canada website along with Leduc Minor Hockey Website recognition.

PROMOTIONAL RIGHTS

- Sampling or giveaway opportunity at one tournament game. Item to be approved by Hockey Canada.
- Public address announcements at all ten (10) tournament games.

SIGNAGE

- Banner placement in the Robinson arena. Maximum banner size: 6'x3' Required by January 15, 2015.

ADVERTISING

- Quarter page advertisement in the event program. This ad will be supplied by the company by **January 9, 2014.**

Mechanical Requirements – Event Program ads (no bleeds)

- Ad Size: width – 3.6" depth – 4.9375"
- Colour: 4 colour process
- Bilingual

HOSPITALITY

Silver VIP package includes:

- Four (4) VIP passes for ice level bar stool seating. Event memorabilia will be issued at completion of tournament. Passes will also be good for seating on the concourse level if preferred.



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Bronze

\$2,500



Bronze Sponsors will be rewarded with VIP access plus recognition in the form of game announcements as well as signage and print advertising.

RECOGNITION

- Recognition in social media and newsprint advertising.
- Logo and website link on Hockey Canada website along with Leduc Minor Hockey Website recognition.
- Co-puck drop/ player of the game participation at one game, as assigned by the Host Committee.

PROMOTIONAL RIGHTS

- Public address announcements at all ten (10) tournament games.

SIGNAGE

- Sponsor of the game pull up banner-front door placement for one of the afternoon games during the event.*

ADVERTISING

- One Eighth page advertisement in the event program. This ad will be supplied by the company by **January 9, 2015.**

Mechanical Requirements – Event Program ads (no bleeds)

- Ad Size: width – 3.6" depth – 2.325"
- Colour: 4 colour process
- Bilingual

HOSPITALITY

Bronze VIP package includes:

- Two (2) VIP passes for ice level bar stool seating. Event memorabilia will be issued at completion of tournament. Passes will also be good for seating on the concourse level if preferred.

*Maximum four opportunities will be awarded. Awarded on a first-come, first served basis.



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School Program

\$2,000



School program sponsors are greatly appreciated and benefit from banner placement in the Robinson arena and advertising during the World Sledge Hockey Challenge

RECOGNITION

- Leduc Minor Hockey Website recognition.
- Two in game announcements during sponsored game.

PRINCIPAL OR DESIGNATE CHALLENGE

- Sledge race around the ice surface during one intermission.

ADVERTISING

- Eighth of a page advertisement in the event program. This ad will be supplied by the company by **January 9, 2015.**

Mechanical Requirements – Event Program ads (no bleeds)

- Ad Size: width – 3.6" depth – 2.325"
- Colour: 4 colour process
- Bilingual
- Banner placement in the Robinson arena. Maximum banner size: 6'x3' **Required by January 15, 2015.**

HOSPITALITY

School Program VIP package includes:

- Two (2) VIP passes for ice level bar stool seating at all tournament games. Event memorabilia will be issued at completion of tournament. Passes will also be good for seating on the concourse level if preferred.
- 150 Tickets for two schools to attend either Monday or Wednesday afternoon game. Each school designated a team to cheer for. Only two schools per afternoon game.



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