

# Sponsorship and Partnership Opportunities to the World's Largest Tournament of its Kind!



Championship Game: Crowd at capacity

Adopt-a-Team Program



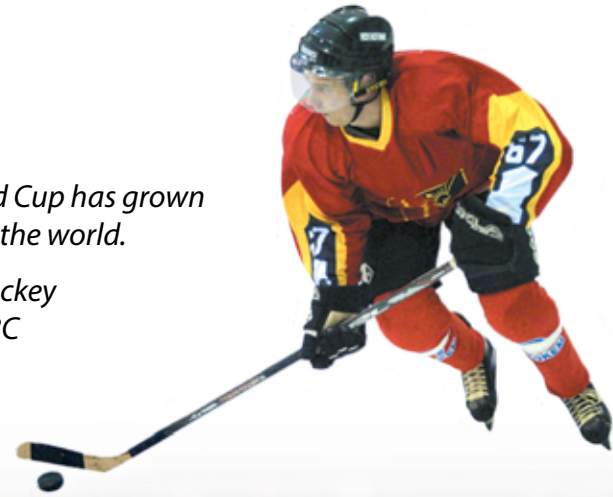
Opening Ceremonies Parade





Labeled the “Olympics” of recreational hockey, the CARHA Hockey World Cup has grown to be the largest international adult recreational hockey tournament in the world.

Hosted every four years by CARHA Hockey, the seventh edition of this hockey extravaganza is set to be hosted March 29 - April 5, 2020 in Richmond, BC and will welcome an expected 125 teams and more than 2,500 participants from over 15 countries worldwide.



### DEMOGRAPHICS

- Male 95% - Female 5%
- Age range: 19 – 70+ (Primary target: 20-45)
- Average household income: \$70,000+
- Professional or Senior Management: 38%
- Contractors or Labourers: 24%

### EVENT FACTS & STATISTICS

- 2,500 participants
- 125 teams representing 15 countries
- 150+ volunteers
- Approximately 45,000 spectators
- Estimated economic benefit: \$12 million
- Two large social events each with an attentive audience of 2,500
- Athlete’s Village: 500-750 daily attendance

### SPONSORSHIP EXTENSION TO COMMUNITY

- Opening Parade: celebrated by more than 1,500 from the community
- Opening Ceremonies: attended by more than 500 local citizens
- Free Admission: more than 45,000 spectators took in some great hockey
- Adopt-A-Team: engaging local schools with the Support Your Team initiative



Official Puck Drop Ceremony: Mike Peski (President, CARHA Hockey), Mayor Drew Dilkins (City of Windsor), Warren Rychel (Honourary Chairperson).





## FOUR-WEEK MEDIA PLAN

- Shared logo included in 30-second CHWC TV commercial
- Opening or Closing Billboards on National TV Feature Game Presentation
- Radio, newspaper, on-line media coverage
- Social media mentions (Facebook, Twitter)

## EXPERIENTIAL MARKETING OPPORTUNITIES

- Place your product directly into the hands of your core consumer!
- Onsite sampling and trial opportunities



## VISIBILITY

- Position your brand to a captive audience of 45,000+
- Website – your brand mark will reach the eyes of 350,000 annual visitors
- Rink board signage across six arenas
- Banner logo representation
- Event Program – your ad will be included in the highly desired Tournament Program
- On-site display/kiosk opportunity available

## HOSPITALITY

- Networking occasions with other businesses
- Opportunity to position your company and product with key corporate decision makers

*"In many ways CARHA Hockey has helped Vincor secure stronger relationships with existing and non-existing customers. CARHA Hockey delivered beyond our expectations."* Santos Cabral, Vincor International

## CUSTOMIZED PROMOTION

We work with our partners to understand their marketing objectives and develop a customized program that specifically speaks to your outlined objectives.

*"Our local Sport Chek location experienced hockey sales that were more than 332% over the previous year's sales within this same period."*

Kelly Fitzsimmons, Partnership & Sponsorship Coordinator, FGL SPORTS



*"Thanks for giving us the opportunity to participate in your awesome event. We work with a number of event organizers and based on what I saw and in talking with my team, I'm not sure anyone has an event as well planned or organized as you were able to pull off in Windsor! Congratulations to you and your team on such a well-run week. I look forward to working together in 4 years at the CARHA Hockey World Cup."*

Ryan Stewart, Area Sales Manager, Molson Canada



# Benefits



TERMS	SPONSORSHIP CLASS		
	TITLE	PRESENTING	PARTNER
	\$50,000	\$25,000	\$15,000
Property	Assoc / Event	Assoc / Event	Event
Sponsor Status	Title	Presenting	Official
Number of Sponsors at Each Level	1	2	6
Promotional Time Frame	12 months	12 months	8 months
<b>OFFERINGS</b>			
Royalty-Free Use of CARHA Hockey World Cup Marks and Logo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Category Exclusivity	Association Wide	Event	Event
Name in Proximity to Tournament Logo & Title	<input checked="" type="checkbox"/>	-	-
Complimentary Booth @ CARHA Hockey World Cup Athletes Village	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Execute Sponsor Promotion On-Site	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Title to Competitive Division	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Present Championships Awards	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Applicable Division
Personal Appearances by NHL Celebrities	\$ <input checked="" type="checkbox"/>	\$ <input checked="" type="checkbox"/>	-
Dedicated On-site Event Personnel to Liaison Programs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition in CARHA Hockey Annual Program (Added Value)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>SIGNAGE</b>			
Rink Boards (approx: 3' x 10') - Public and TV View	2 / rink with view	2 / rink with view	1/ rink with view
Logo Recognition: Event Banner - Arena	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
On Event Shuttle Buses	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Corporate Name on Trophies	4	2	Applicable Division
Logo In-Ice (One Rink)	Near Centre Ice	<input checked="" type="checkbox"/>	-
<b>ADVERTISING &amp; SOCIAL MEDIA</b>			
Logo Identification on CHWC Website and Link (25,000 visits/mth)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Dedicated Sponsor Features on CHWC website & social media platforms	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mention on Sponsor Acknowledgement Page in Souvenir Program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Souvenir Tournament Programs (5,000 distributed)	Outside Back Cover	Inside covers	Full Page
Credit in Cosponsor Advertising	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
Post Event Report on Sponsorship Activities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
In-arena public announcement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
Social Media Mentions (Facebook, Twitter)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
Newspaper Logo / Mentions in CARHA Hockey's four week media plan	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Shared Logo ID included on 30-second CHWC commercial	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
*30-second Commercial Spot in CHWC One-Hour TV Feature	2	1	-
ID: Either Opening or Closing Billboards on Local TV Feature	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
<b>CUSTOMIZED PROMOTION</b>			
Ownership to a Customized Core Promotion / Activity	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Work with CARHA Hockey's Sponsor Activation Team to Create an Event Activity that Integrates the Sponsor's Involvement within the Event			
<b>HOSPITALITY</b>			
Invitations to: Opening Ceremonies	8	6	4
Closing Awards Dinner / Dance	6	4	2
Sponsor Night Reception	6	4	2
Media Conference	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>COMMUNICATION</b>			
Company Feature Included in Monthly Eletter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor Recognition Within Media Kit	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Press Release (1 Page)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
Sponsor visibility on Tournament Materials (Invitations, Welcome Kits)	<input checked="" type="checkbox"/>	-	-
Sponsor Recognition on Tournament Posters (2,500)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>MARKETING</b>			
Sampling & Displays	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cross Promotions Opportunities with Other Event Partners	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Coupons	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Vending Rights	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>COMMUNITY &amp; PUBLIC RELATIONS</b>			
Cheque(s) Presentation to Official Charities	<input checked="" type="checkbox"/>	-	-

\* Sponsor provides creative and/or material  
\$ Available with an additional fee

**CARHA HOCKEY WORLD CUP**



[www.thecup2020.ca](http://www.thecup2020.ca)

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