



**Sponsorship Opportunities**  
**Thursday, February 23 - Friday, February 24, 2017**  
**[www.celebrityicecup.ca](http://www.celebrityicecup.ca)**

We are thrilled to be hosting the 3rd Annual *Celebrity Ice Cup*! Raising over \$200,000 in 2016, this award-winning, charitable hockey tournament has proven to be Hotel Dieu Shaver Foundation's signature event to support Hotel Dieu Shaver Health and Rehabilitation Centre. This innovative, two-day hockey experience allows amateur hockey players the opportunity to play with and against legendary NHL alumni.

16 Teams - 12 to 15 Players Per Team

### Event Partner

- Naming rights to tournament
- Team credit of \$2,000 to fundraising totals (your team or a team of your choice)
- 8 Tickets to Draft Night
- Event Partner recognition on all signage
- Prominent logo representation at the two day event including; logo and name on all media print and online advertisements, full page ad in the official tournament program, logo placement with click through on tournament and Foundation website
- Social Media recognition on Foundation Facebook and Twitter
- Opportunity to address attendees on Draft Night
- Player thank you gifts with branded merchandise
- Preferred seating at All-Star Game
- Player and public interaction/booth on tournament event day

### Draft Night Sponsor

- Prominent logo representation at the two day event including; logo on all media print and online advertisements, half page advertisement in the official tournament program, logo placement with click through on tournament and Foundation website
- Opportunity to display banners and print materials at Draft Night event
- Opportunity to address attendees on Draft Night
- Logo on team jerseys
- Social Media recognition on Foundation Facebook and Twitter
- 4 Tickets to Draft Night
- Preferred seating at All-Star Game

### Equipment & Uniform Sponsor

- Logo on team jerseys
- Quarter page advertisement in official tournament program
- Social Media recognition on Foundation Facebook and Twitter
- 8 Tickets to Draft Night
- Preferred seating at All-Star Game

### Intermission Sponsor - \$2,500 (3 available)

- Logo representation at the two day event including: logo on all media print and online advertisements, quarter page advertisement in official tournament program
- Opportunity for booth at event venue
- Social Media recognition on Foundation Facebook and Twitter
- 2 Tickets to Draft Night
- Preferred seating at All-Star Game

### Community Free Skate Sponsor - \$1,500

Logo representation at the two day event including: logo on all media print and online advertisements, quarter page advertisement in official tournament program

- Opportunity for booth at event venue
- Social Media recognition on Foundation Facebook and Twitter
- 2 Tickets to Draft Night

### Locker Room Sponsor - \$1,200 (16 available)

- Prominent and exclusive representation in locker room (company signage, giveaways, etc.)
- Company name listed in official tournament program
- Social Media recognition on Foundation Facebook and Twitter
- Company name listed on Foundation and Tournament website
- 2 VIP tickets to Draft Night

### Captain's Breakfast Sponsor

- Prominent and exclusive representation at Captain's Breakfast
- Company name listed in official tournament program
- Opportunity to address attendees at Captain's Breakfast
- Social Media recognition on Foundation Facebook and Twitter
- 2 Tickets to Meridian Celebrity Ice Cup Tournament

## Media Sponsor

- Prominent logo representation at the two day event including; logo on all advertisements, quarter page advertisement in the official tournament program, logo placement with click through on tournament and Foundation website
- 4 Tickets to Draft Night
- Social Media recognition on Foundation Facebook and Twitter
- Opportunity for one-on-one interviews with former NHL players

## Hospitality Partner

- Provide 20 rooms for one night and preferred group rates for additional rooms outside of contract
- Include Breakfast for NHL Alumni (free of charge)
- Free use of gym, pool, WiFi, and any other hotel amenities (if applicable)

As event organizer, we will provide:

- Status of 'Official Hospitality Sponsor of the 2015 Meridian Celebrity Ice Cup'
- Category exclusivity
- Logo representation including; logo on tournament signage, logo on advertisements, full page advertisement in the official tournament program, logo placement on sponsorship web page
- Opportunity to provide discount coupon/code in program
- 4 Tickets to Draft Night
- 10 Tickets to Meridian Celebrity Ice Cup Tournament

## Official Transportation Sponsor

- Provide individual pick up and drop off for all participating alumni at airport or bus station (if applicable)
- Provide shuttle transportation to and from event venue to alumni hotel

As event organizer, we will provide:

- Status of 'Official Transportation Sponsor'
- Logo representation including; logo on advertisements, quarter page advertisement in the official tournament program, logo placement on sponsorship web page
- Social Media recognition on Foundation Facebook and Twitter
- 2 Tickets to Draft Night
- 4 Tickets to Meridian Celebrity Ice Cup Tournament

## Game Day Sponsor - \$500

- Company logo in official event program
- Social Media recognition on Foundation Facebook and Twitter
- Preferred seating at All-Star Game