



SPONSORSHIP INFORMATION
PACKAGE 2019



Western Canada
Pond Hockey
CHAMPIONSHIP

CHESTERMERE, ALBERTA



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, 2019 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

Over 18 Divisions:
Open Division Elite, Heritage B, Recreational, Woman's

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

Web Site - 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

1 TITLE SPONSOR: \$20,000

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 RINK SPONSOR: \$2,500

Hat Trick – As a Hat Trick 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
- 2' X 8' banner displaying your logo X 2

3 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)
- 2' X 8' banner displaying logo X 2
- Website Recognition

4 VIP TENT SPONSOR: \$750

VIP Tents are going to be an integral part of "warming up" and part of a social atmosphere.

5 SIGNAGE SPONSOR: \$500

As a signage sponsor you will be able to display your logo around the playing area. Giving you visibility to all spectators and participants.

- 2' X 8' banner

6 WEBSITE RECOGNITION: \$250

Still want to participate and show your support to the event without breaking the bank? This is the option for you. Have your name up on our website and be recognized for your community support.

* NEW FOR 2019

Sponsor the Western Canada Pond Hockey Championships and receive signage at the **Encore 4 on 4 Street Hockey Tournament** June 22, 2019.

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 22, 2019** to:
LP Events
Attn: Lesley Plumley
311 Woodvale Cres SW
Calgary, AB T2W 3L3

*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 Chosen 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 Chestermere Langdon Oilmen's Association

Credit Card - Visa or MasterCard

Cardholder Name

VISA or MASTERCARD Number

Expiry Date

CIV Code (3 digit number on back of card)

Digital Signature

