



2015 & 2016

CIS WOMEN'S HOCKEY CHAMPIONSHIP
UNIVERSITY OF CALGARY

The University of Calgary is proud to host the 2015 & 2016 Canadian Interuniversity Sport (CIS) Women's Hockey Championships, March 12-15, 2015 and March 17-20, 2016.

The University of Calgary is looking forward to welcoming the top varsity women's hockey athletes in Canada to battle the Dinos for national supremacy on the ice!

This event will feature teams from Canadian universities, from the Pacific to the Atlantic coasts. Approximately 120 of Canada's finest university women's hockey student-athletes will be participating on the eight qualifying university teams.

As the host, the University of Calgary Dinos are guaranteed a spot at the Championship!

The 2015 & 2016 Women's Hockey Championships will offer companies the unique opportunity to reach a national viewing audience via television and web casting. This is an outstanding opportunity to support a national event on a local level, thereby contributing to the support and development of Canada's future leaders.

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CIS WOMEN'S HOCKEY CHAMPIONSHIP
UNIVERSITY OF CALGARY

MARCH 12-15, 2015
MARCH 17-20, 2016



SPONSORSHIP OPPORTUNITIES 2015 & 2016 CIS WOMEN'S HOCKEY CHAMPIONSHIP



TITLE SPONSOR

\$20,000/year (max. 1)

Corporate Branding

- Title sponsor of the 2015 & 2016 CIS Women's Hockey Championships (inclusive of all marketing, promotional, TV, and media pieces)
- Exclusive naming rights to the Championship (____ CIS Women's Hockey Championship)
- Logo included as part of the CIS Women's Hockey Championship logo

Marketing

- Logo recognition at centre ice as part of the CIS Women's Hockey Championship logo
- Two (2) on-ice logos (placed just inside the blue lines on each end)
- Six (6) rinkboards (three on TV side, three on non-TV side)
- Three (3) 30 second commercials in three games - Semifinal #1, Semifinal #2, and the Gold Medal game (games Nationally televised on Sportsnet)
- One (1) full page, ad in the Championship Program
- Opportunity at sponsors initiative and cost to:
 - o Add corporate information to the athletes' welcome packages
 - o Host a promotional booth on concourse level throughout the Championship
 - o Distribute promotional giveaways throughout the Championship

Tickets

- Ten (10) VIP tournament passes (access to VIP lounge)
- Twenty-five (25) tickets per daily session
- Four (4) tickets to the CIS Women's Hockey All-Canadian Banquet

Other

- Major award presentation opportunities at the All-Canadian Banquet
- Participation in ceremonial puck drop prior to Gold medal game
- Participation in the Championship trophy & banner presentation ceremony
- Participation in the medal presentation ceremony

PRESENTING SPONSOR

\$10,000/year (max. 2)

Corporate Branding

- Co-Presenting sponsor of the 2015 & 2016 CIS Women's Hockey Championships (inclusive of all marketing, promotional, TV, and media pieces)
- Co-Presenting sponsor naming rights to the Championship (____ CIS Women's Hockey Championship, presented by (____ & ____))
- Presenting name recognition included as part of the CIS Women's Hockey Championship logo

Marketing

- One (1) on-ice logo (placed on one of the four locations in between the blue lines)
- Four (4) rinkboards (two on TV side, two on non-TV side)
- Two (2) 30 second commercials in three games - Semifinal #1, Semifinal #2, and the Gold Medal game (games Nationally televised on Sportsnet)
- One (1) full page, ad in the Championship Program
- Opportunity at sponsors initiative and cost to:
 - o Add corporate information to the athletes' welcome packages
 - o Host a promotional booth on concourse level throughout the Championship
 - o Distribute promotional giveaways throughout the Championship

Tickets

- Seven (7) VIP tournament passes (access to VIP lounge)
- Fifteen (15) tickets per daily session
- Two (2) tickets to the CIS Women's Hockey All-Canadian Banquet

Other

- Major award presentation opportunities at the All-Canadian Banquet
- Participation in ceremonial puck drop prior to a game
- Participation in the medal presentation ceremony

DONATIONS

Donations can be made to the CIS Women's Hockey Championship without receiving any sponsorship properties. A full charitable tax receipt can be issued for all donations.

HAT TRICK SPONSOR \$5,000/year (max. 6)

Corporate Branding

- Logo recognition on the Championship poster
- Logo recognition in the Championship program

Marketing

- Two (2) rinkboards (one on TV side, one on non-TV side)
- One (1) full page, ad in the Championship Program
- Opportunity at sponsors initiative and cost to:
 - o Add corporate information to the athletes' welcome packages
 - o Host a promotional booth on concourse level throughout the Championship
 - o Distribute promotional giveaways throughout the Championship

Tickets

- Five (5) VIP tournament passes (access to VIP lounge)
- Ten (10) tickets per daily session

Other

- Corporate sponsorship and hosting opportunities in the VIP lounge for one session

GOAL SPONSOR \$2,500/year

Corporate Branding

- Logo recognition in the Championship program

Marketing

- One (1) rinkboards (on non-TV side)
- One (1) half page, ad in the Championship Program
- Opportunity at sponsors initiative and cost to:
 - o Add corporate information to the athletes' welcome packages
 - o Host a promotional booth on concourse level throughout the Championship
 - o Distribute promotional giveaways throughout the Championship

Tickets

- Two (2) VIP tournament passes (access to VIP lounge)
- Five (5) tickets per daily session

Other

- Corporate sponsorship and hosting opportunities in the VIP lounge for one session