

# HOCKEY FOR HEART

2019

Presented by *Tim Hortons.*

'In memory of Bill Kitchen'



## Sponsorship Package

Saturday April 27<sup>th</sup> & Sunday April 28<sup>th</sup> 2019  
Bell Sensplex, Kanata

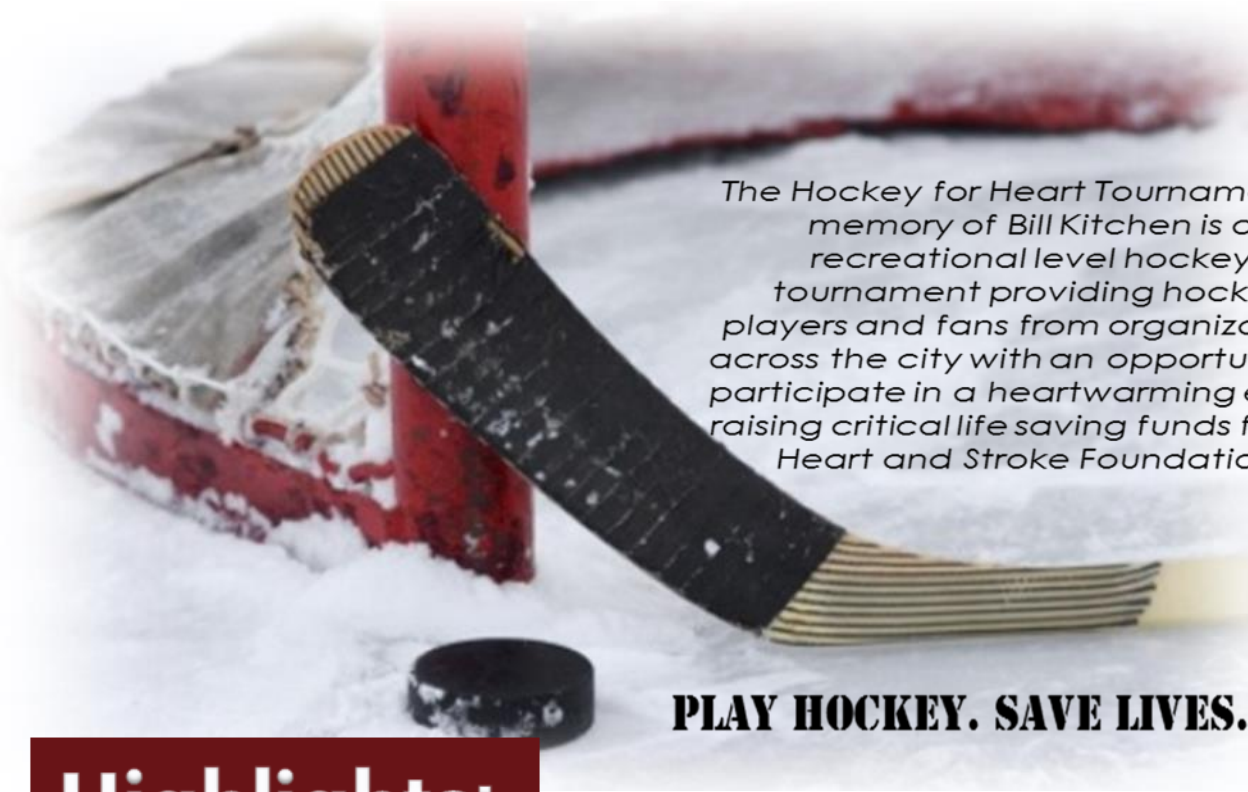
Proceeds in support of



[hockeyforheartottawa.com](http://hockeyforheartottawa.com)

(613) 727 5060

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A close-up photograph of a hockey stick with a black blade and a yellow and black handle, lying on a white ice surface. A black hockey puck is positioned in the lower-left foreground. The background is slightly blurred, showing a red and white structure, possibly a goal or rink barrier.

*The Hockey for Heart Tournament in memory of Bill Kitchen is a recreational level hockey tournament providing hockey players and fans from organizations across the city with an opportunity to participate in a heartwarming event, raising critical life saving funds for the Heart and Stroke Foundation.*

**PLAY HOCKEY. SAVE LIVES.**

## Highlights:

- Over \$400,000 raised in previous tournaments (2013 – 2018)
- Pro-Stars game involving Senators' Alumni and the top ten fundraisers
- Ceremonial puck drop by the Bill Kitchen Family
- 24 Corporate teams (over 360 players) participating & networking
- High quality “Hockey for Heart” event program distributed (over 500 copies)
- Top 20 fundraisers spin the prize wheel for exciting prizes
- Dressing room sponsors: VIP style with great giveaways from each sponsor in the dressing rooms
- Exclusive Silent Auction table (over \$7,000 in fabulous items)
- Exclusive ‘Player Packs’ valued at over \$100 provided to each player



# Big Reasons to Partner with us:

- Strengthen the value of your brand.
- Display to the community your commitment to health and wellness.
- For over 60 years, Heart & Stroke has been dedicated to fighting heart disease and stroke. Our work has saved thousands of lives and improved the lives of millions of others
  - We have invested \$1.52 Billion in life saving research since 1952
  - We have seen a decrease of 75% in heart disease and stroke death rate since 1952

| Sponsor Benefits   | Gold Sponsor<br>\$5,000 | Silver Sponsor<br>\$2,500 | Bronze Sponsor<br>\$1,500 |
|--|-------------------------|---------------------------|---------------------------|
| Opportunity to donate branded items to our exclusive Player Packs (HSF is responsible to package items) 24 teams/384 players | <b>X</b>                |                           |                           |
| Dressing Room Sponsorship Included (\$500 value)<br>(HSF is responsible to print sponsor banners on dressing room door)      | <b>X</b>                |                           |                           |
| Opportunity to set up an Info Table for 2 days. 1000+ foot traffic per day (\$500 value)                                     | <b>X</b>                |                           |                           |
| Company logo predominantly placed in Media releases, publications, arena banners and social media blasts.                    | <b>X</b>                | <b>X</b>                  | <b>X</b>                  |
| Level of sponsorship announced by emcee during ceremonial puck drop at the “Pro-Stars” game                                  | <b>X</b>                | <b>X</b>                  | <b>X</b>                  |
| Company logo predominantly placed on Hockey for Heart Jerseys in the “Pro-Stars” game  | <b>X</b>                | <b>X</b>                  |                           |
| Company logo on lobby screens in the Carling Executive Park Buildings  | <b>X</b>                |                           |                           |
| Company logo predominantly placed on the Hockey for Heart Website  | <b>X</b>                | <b>X</b>                  | <b>X</b>                  |
| Full page advertisement \$400 value (500+ printed Hockey for Heart Program)  | <b>X</b>                |                           |                           |
| ½ page advertisement \$250 value (500+ printed Hockey for Heart Program)   |                         | <b>X</b>                  |                           |
| ¼ page advertisement \$150 value (500+ printed Hockey for Heart Program)   |                         |                           | <b>X</b>                  |
| Company logo printed on team photo frame   | <b>X</b>                |                           |                           |

# Promoting Your Business



Promote your brand in our 2019 Hockey for Heart high quality program. Here is your opportunity to expose your company to hundreds of hockey players and their fans all the while supporting the Heart and Stroke Foundation.

| Size of Ad             | Price |
|------------------------|-------|
| Full Page Inside Cover | \$400 |
| Inside Full Page       | \$300 |
| Half Page              | \$250 |
| Quarter of a Page      | \$150 |



2018 Dressing Room Sponsor

## ***Sponsor a Dressing Room for \$500:***

- Advertise your company by providing our athletes with branded promo items in your dressing room (*samples, branded water bottles, hockey related items, etc.*) *360+ required*
- Your company logo printed and placed on dressing room
- Promo items to be shipped to Bell Sensplex (1565 Maple Grove Rd)
- Only eight dressing room sponsorships available!

# Silent Auction, Player Packs & Top 20 Fundraisers

Here is your opportunity to expose your brand to hundreds of athletes and fans, all the while supporting the Heart and Stroke Foundation.

*1000+ foot traffic per day*

- Silent Auction will be open to participants and audience for two consecutive days.
- Promote your brand with items for our Player Packs (provided to each player): samples, branded water bottles, hockey related items, etc. Quantity: 360
- Prizes for the “Top 20 Fundraisers” prize wheel.

*In return for your generous donation we will display your business logo in our event program. (500+ copies)*



*2018 Silent Auction Table & Prize Wheel*

Proceeds in support of

