



APRIL 2019 & 2020
GARY W. HARRIS CENTRE
RED DEER

The Alberta Cup is the top select Bantam hockey tournament in Alberta, for players, coaches, officials, and support staff.

Held just prior to the WHL Bantam draft, the Alberta Cup showcases Alberta talent to over 145 Western Hockey League (WHL) scouts. The Alberta Cup is a major step in the Alberta Built Program of Excellence for players, coaches, officials and support staff.

**SPONSORSHIP
OPPORTUNITY**



SPONSOR

\$20,000/ YR
MINIMUM 2 YEAR COMMITMENT

- The Alberta Cup will be branded with corporate name and logo.
- Event logo will be included in all print materials, website, social media, and on site event signage.
- Corporate in rink signage for regional selection camps and duration of event.
- Event logo will be on all regional selection camp and competition jerseys providing exposure across Alberta.
- Full page ad in program, choice of location.
- All Public Service Announcements (PSAs) will include event title including the corporate name.
- An additional 3 PSAs during each game (45 PSAs in total)
- 20 tickets to each game
- 3 game VIP hosting opportunities in Looker Boardroom overlooking rink.
- Opportunity to activate during the Alberta Cup and regional selection camps (access to over 500 players).
- Opportunity for corporate volunteer team to be involved.
- Opportunity to present Alberta Cup trophy on final day.
- Corporate Logo on Alberta Cup page and front page of hockeyalberta.ca (has 2 million page views/year).
- Social media posts throughout - regional selection camps, pre, during and post event.

PRESENTING

SPONSOR

\$10,000

- Corporate in rink signage.
- Full page ad in program.
- 3 PSAs during each game (45 PSAs in total).
- 15 tickets to each game.
- 2 game VIP hosting opportunity in Looker Boardroom overlooking rink.
- Corporate logo on all event print materials.
- Corporate logo on event website and front page of hockeyalberta.ca (2 million page views/year).

STARTING LINEUP

SPONSOR

\$4000

- 10 tickets to each game.
- In rink signage.
- Full page ad in program.
- Logo on event website.
- 1 PSA per game
- 1 game VIP hosting opportunity in Looker Boardroom overlooking rink.



SPECIAL TEAMS

SPONSORS

PLAYER OF THE GAME \$3000

- 2 tickets to each game
- Company logo on player of the game awards
- 1/2 page ad in program
- Verbal recognition post game during POG presentation (15 games).
- Print recognition in post game write-ups on web and social media.

TEAMS 6 @ \$4000

- 6 tickets to each game
- 1/2 page ad in program
- Logo on event website
- 1 PSA during each game (10 PSAs in total)
- Naming rights to 1 of 6 teams.
- Logo on team Jersey
- 1 game VIP hosting opportunity in Looker Boardroom overlooking rink
- Engagement opportunity with team.

SCOUTS ROOM \$4000

- 6 tickets to each game
- Naming rights to scouts room (over 145 WHL Scouts attend).
- Full page ad in program
- Logo on event website
- 1 PSA during each game (10 PSAs in total)

POWERPLAY SPONSOR \$2500

- 4 Tickets to each game
 - 1 in rink signage
- 1/2 page ad in program
- Logo on event website
- Round Robin game PSA's (10 PSA's in total)

BOARDING SPONSOR \$1000

- 1 in rink signage
- 1/2 page ad in program

PENALTY KILL SPONSOR \$750

- 1/2 page ad
- Logo on event website.

FULL COLOUR PROGRAM

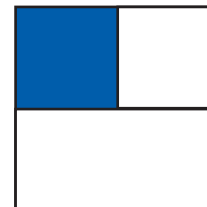
ADVERTISEMENTS



FULL PAGE
\$500



HALF PAGE
\$250



QTR PAGE
\$150





500+
players at
regional camps

150+
participants
(players, team,
staff, officials,
etc.)

145+
scouts from 22
WHL teams

15
tournament
games

3
regional camps
across Alberta



Sponsorship Opportunities

INCLUDE

- Event naming rights
- Jersey branding
- On site visibility
- Print media
- Web presence
- Merchandise
- On site activation
- VIP hosting

Website

HITS

2+ million
page views

Social Media

FOLLOWINGS

Twitter
16000+

Facebook
6600+

Instagram
2100+

Alberta Cup GRADUATES

Josh **Morrissey**
Eric **Comrie**
Dion **Phaneuf**
Scott **Hartnell**
Jordan **Eberle**

Devan **Dubnyk**
Braden **Holtby**
Matt **Dumba**
Brayden **Point**
Jake **DeBrusk**

Contact Us

For further information, please contact:

TIM LEER
Executive Director
403-342-6777
tleer@hockeyalberta.ca