

SPONSORSHIP OPPORTUNITIES

PLAY IT FORWARD
APRIL 4, 2025 9AM-9PM



PLAY IT FORWARD

BORDER CITY CONNECTS
CHARITY HOCKEY EVENT



presents

Play it Forward 12-Hour Charity Hockey Game

Border City Connects is thrilled to present our 4th annual Play it Forward 12-hour charity Hockey Game, scheduled to be held on April 4, 2024, at the Servus Sports Centre. This extraordinary event is set to run from 9 AM to 9 PM, featuring 48 dedicated hockey players and 2 referees.

Your support is crucial to the success of this event and the continuation of Border City Connects' impactful services. We appreciate your consideration and look forward to the possibility of working together for a meaningful cause.

Event Overview:

Players in this charitable game have each committed to raising a minimum of \$500 to support our cause. With its ever-expanding services, Border City Connects continues to make a profound impact, enriching lives within our local community and beyond.

This event's primary goal is to raise funds for Border City Connects' greatest needs. These funds will help sustain essential services, including:

- Accessible transportation for seniors and individuals with disabilities in Lloydminster and ensuring the transportation vehicles are up to date and safe for the road.
- Non-emergency medical transportation for local residents, reaching as far as Edmonton or Saskatoon.
- Access to outdoor recreation for seniors and individuals with disabilities, promoting inclusion and well-being.

Event Highlights:

To enhance the experience, we'll be live streaming the entire event, providing people the opportunity to watch and donate live. Attendees are also welcome to join us at the Servus Sports Centre to watch the game live, with entry available for a donation at the door. For those on-site, a dedicated viewing area with beer gardens will be available throughout the day, located in the OTS room overlooking the ice surface.

How You Can Help:

We invite you to join us in supporting this meaningful cause. Your contribution will not only make a significant impact on the success of the Play it Forward event but will also contribute to the ongoing services provided by Border City Connects.

Sponsorship Opportunities:

1. Title Sponsor - \$5,000.00 (1)

- Extensive promotion across various channels (billboards, radio, TV, social media, etc.)
 - Provide ad content for rink play by play announcers to read one per-hour
 - Acknowledgement in rink announcements by play by play announcers
- Prominent logo placement in rink announcements, live stream (permanently), and post-game thank you
- Placement of sponsor supplied 3'x6' banner (vinyl or coroplast) or pop-up at the event (*pop-up preferred*)
- Logo placement on cover of event program booklet indicating sponsor level
- Reserved section at Servus Sports Centre for your staff
- VIP and Players Hero's Lounge Access Passes: 16
- Opportunity to come on the live stream to promote your company
- Opportunity to provide players with promotional products

2. Live Stream Sponsor - \$4,000.00 (1) - Sold to *Capstone Dental and Implant Center*

- Cover live streaming costs with logo display on live stream (permanently)
- Recognition during in-game breaks, in the program, and at the player social
 - Provide ad content for rink play by play announcers to read periodically
- Placement of sponsor supplied 3'x6' banner (vinyl or coroplast) or pop-up at the event (*pop-up preferred*)
- Opportunity to promote your company on the live stream
- Opportunity to provide players with promotional products
- VIP and Players Hero's Lounge Access Passes: 14

3. Ice Sponsor - \$3,000.00 (1)

- Featured in in-rink announcements, play-by-play, and post-game thank yous
- Logo on live stream intermittently
- Logo placement in program booklet indicating sponsor level
- Provide ad content for rink play by play announcers to read periodically
- Placement of sponsor supplied 3'x6' banner (vinyl or coroplast) or pop-up at the event (*pop-up preferred*)
- Social media postings acknowledging your support
- Opportunity to provide players with promotional products
- VIP and Players Hero's Lounge Access Passes: 12

4. VIP and Players Hero's Lounge Sponsor - \$2,500.00 (1)

- Exclusive lounge experience in the OTS room at Servus Sports Centre - invite only
- Rest, relax, cocktails, and excellent table snacks provided by food sponsor.
- Food sponsor will provide fantastic food at the end of the night for the players and sponsor social.
- Provide ad content for rink play by play announcers to read periodically
- Placement of sponsor supplied 3'x6' banner (vinyl or coroplast) or pop-up at the entrance to the Lounge (*pop-up preferred*)
- Logo placement in program booklet indicating sponsor level, event materials, in-rink announcements, and live stream (intermittently)
- Opportunity to provide players with promotional products
- VIP and Players Hero's Lounge Access Passes: 8

5. Players Food Sponsor - \$2,000 (1) - *Sold to Spiros*

- Recognition in in-rink announcements, play-by-play, and post-game thank yous
- Logo on live stream intermittently
- Placement of sponsor supplied 3'x6' banner (vinyl or coroplast) or pop-up at the event (*pop-up preferred*)
- Provide ad content for rink play by play announcers to read periodically
- Opportunity to provide players with promotional products
- VIP and Players Hero's Lounge Access Passes: 6
- Opportunity to provide food for players and sponsors social in OTS Room following the game on a fee for service opportunity

6. Jersey Sponsorship - \$2,000.00 (4 available)

- One-year or four-year commitment with logo placement - Sponsor to provide logo'd patch to attach to existing jersey (14)
 - the 4 year commitment is where the sponsor who committed to a 4 year agreement will be Invoiced the sponsorship level at the start of the year of each game year .
- Logo placement on live stream while team is playing
- Acknowledgements from rink play by play announcers when team is playing
- Listing in program booklet in the team pages
- Post-event advertising and an invite to the player social
- Opportunity to provide players with promotional products
- VIP and Players Hero's Lounge Access Passes: 6

7. Player Gift Sponsor - \$1,500.00

- Logo patch provided by sponsor to attach to gift
- Name mention in program booklet within sponsored category
- Social media postings acknowledging your support
- Opportunity to provide players with promotional products
- VIP and Players Hero's Lounge Access Passes: 4

8. Play it Forward Goal Sponsor - \$1,500.00 minimum (1)

- For every goal scored your company makes a contribution of \$15.00 per goal with a minimum sponsorship total of \$1500.00
 - In 2023, 160 goals were scored (160x\$15 = \$2000 Sponsorship)
- Each Goal will be announced in the rink and on the live stream with your company name for example “Company name” Play it forward Goal for __ Team ___ scored By _Player__
- Social media postings acknowledging your support
- Logo placement intermittently on livestream
- Opportunity to provide players with promotional products
- VIP and Players Hero’s Lounge Access Passes: 4

9. Power Play Sponsor - \$1,000.00 (12)

- Choose an hour to be a matching donor sponsor with a \$1,000.00 minimum donation
- Logo featured on live stream alongside the title sponsor for your chosen hour
- In-rink announcements during the game by play by play announcers during chosen hour
- Opportunity to provide players with promotional products
- VIP and Players Hero’s Lounge Access Passes: 2

10. Friend of the Game - \$750 and below

- Name mention periodically by Play by Play announcers
- Name mention in program booklet within appropriate category
- Opportunity to provide players with promotional products

For questions, sponsorship inquiries, or additional information, please contact:

Michael Sidoryk

Interim Executive Director BCCS

Email: director@bordercityconnects.com Phone: 780-808-3276



SPONSOR INFORMATION:

Company or Name: _____

Mailing Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Email: _____

Contact _____

SPONSORSHIP LEVEL (Please check desired box):

- Title Sponsor - \$5,000
- Live-Stream Sponsor - \$4,000
- Ice Sponsor - \$3,500
- VIP & Players Hero’s Lounge Sponsor - \$2,500
- Players Food Sponsor - \$2,000
- Jersey Sponsor - \$2,000/team
- Powerplay Sponsor - \$1,000/1 hour
- Play It Forward Donor - \$1,500 min.
- Players Gift - \$1,500
- Friend of the Game Donation

FRIEND OF THE GAME DONATION AMOUNT: _____

Donation Type (Please check desired box):

- Cash
- Cheque - payable to “Border City Connects” to receive a charitable donation receipt

List any special conditions or additions to the sponsor commitment: _____

Obligations of the Sponsor:

- The Sponsor agrees to provide the agreed-upon sponsorship amount by the specified date(s) in accordance with the payment schedule.
- The Sponsor agrees to fulfill any additional commitments outlined in the selected sponsorship level, such as logo placement, promotional opportunities, and VIP access passes.

Event Organizer Obligations :

- The Event Organizer agrees to provide the Sponsor with the benefits and recognition outlined in the selected sponsorship level, including but not limited to promotional materials, logo placement, and VIP access passes. Any additional benefits or modifications to the agreed-upon benefits will be communicated and mutually
- agreed upon in writing by both parties. Conduct a professional event and ensure that if for some reason the event is unable to proceed, the organizer will refund the sponsor the cash value of the sponsorship that has
- been collected unless the sponsor agrees in writing to leave it as a donation .

Term of Agreement: This Agreement shall commence on the Effective Date and shall remain in effect until the completion of the Play it Forward 12-Hour Charity Hockey Game.

Name: _____ Date: _____

Signature: _____