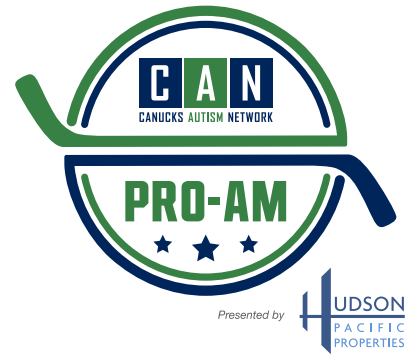


# CAN PRO-AM HOCKEY TOURNAMENT

OCTOBER 22-24, 2021 | DOUG MITCHELL THUNDERBIRD ARENA, UBC



## SPONSORSHIP OPPORTUNITIES



In partnership with



Official Media Partner







## ABOUT THE CAN PRO-AM

**This first class event brings together weekend warriors and corporate teams with NHL Alumni for an unforgettable weekend of hockey and camaraderie in support of Canucks Autism Network (CAN).**

**The draft night** is a team's chance to select a player based on their fundraising rankings.

In order to participate, each team (up to 12 teams of 11-17 players) must raise a minimum of \$20,000.

**However, the more funds a team raises, the higher they draft.**

Teams will then hit the ice with their newly-drafted NHL Alumni for a two-day tournament.

All teams will play games at Doug Mitchell Thunderbird Arena at UBC.

Players will receive star treatment throughout the weekend with dressing room amenities, personalized jerseys, and a player lounge for food and beverages.

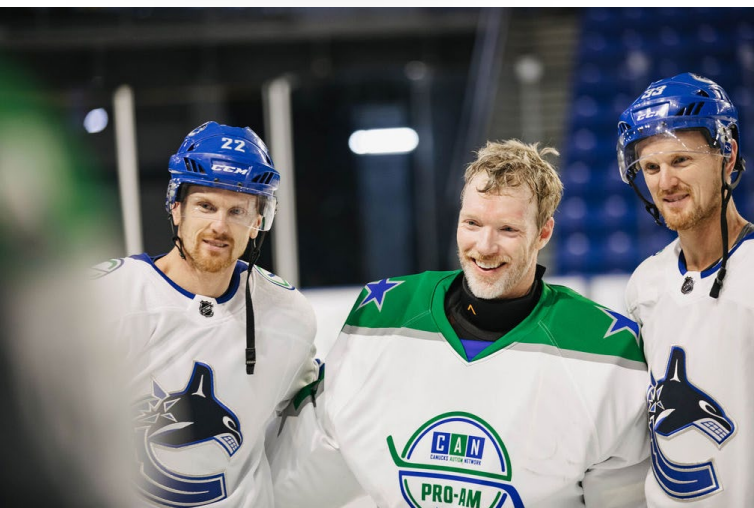
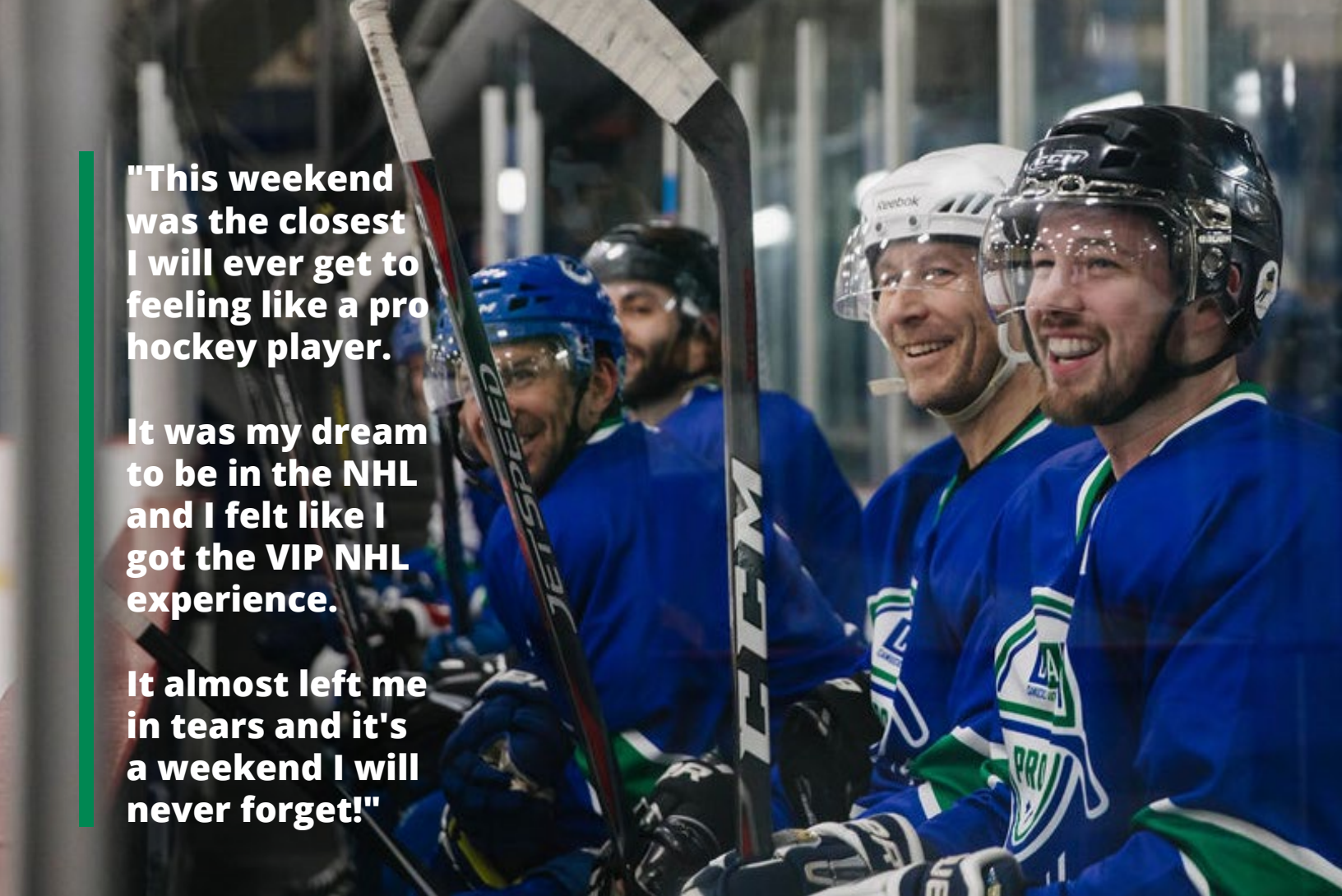




**"This weekend was the closest I will ever get to feeling like a pro hockey player."**


































**It was my dream to be in the NHL and I felt like I got the VIP NHL experience.**

**It almost left me in tears and it's a weekend I will never forget!"**



# SPONSORSHIP BENEFITS

\*Canucks Autism Network reserves the final right to determine each organization's suitability for sponsorship.

	Presenting Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze- Sponsor	Friends of CAN Pro-Am
Financial Commitment / Year	\$50,000	\$25,000	\$10,000	\$5,000	\$3,000	\$2,000
Event Naming Rights						
Corporate logo inclusion in official CAN Pro-Am logo						
Right to use CAN Pro-Am Logo						
Company representative to speak at Luncheon & Draft Night						
Category exclusivity						
Employees have the right of first refusal to volunteer						
Employees have the right of first refusal for their child's minor hockey teams to volunteer						
Rink board corporate advertising at tournament	6	4	2	1		
Ad in official CAN Pro-Am tournament program	1 page	¾ page	½ page	¼ page		
Sponsor category corporate logo placement on tournament welcome signs						
Sponsor category corporate logo placement on CAN Pro-Am website						
Sponsor category corporate logo on tournament jersey						
All media acknowledgements to include print/radio/digital						
Verbal recognition by event emcee at Draft Night						
Logo recognition in pre and post-event announcements						



# EXCLUSIVE SPONSORSHIP OPPORTUNITIES

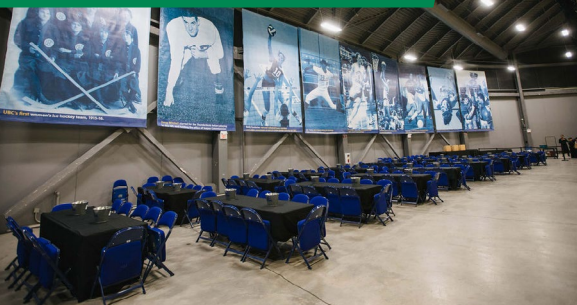
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## DRAFT NIGHT \$15,000



- Title as CAN Pro-Am Draft Night Sponsor
- Opportunity for a company representative to speak at CAN Pro-Am Draft Night
- Logo placement throughout Draft Night Venue
- Corporate logo on tournament website and event collateral
- 2 rink boards during the tournament
- 1/2 page ad in event program
- Right to use CAN Pro-Am logo upon approval

## PLAYER LOUNGE (UBC) \$15,000



- Title as Player Lounge Sponsor
- Opportunity for player gifting in the player lounge
- Opportunity to activate in player lounge
- 2 rink boards during the tournament
- Full page ad in event program
- Corporate logo on tournament website and event collateral

## HOCKEY HOTSTOVE LUNCHEON \$15,000



- Title as Hockey Hotstove Luncheon Sponsor
- Opportunity for a company representative to speak and introduce the NHL Alumni participants in the panel
- Opportunity for player gifting in the CAN Pro-Am Luncheon venue
- Corporate logo on tournament website and event collateral
- 1/4 page ad in event program
- Opportunity for corporate activation at the luncheon, including branded giveaways to guests

## OFFICIAL HOCKEY UNIFORM \$15,000



- Title as Official Hockey Uniform Sponsor
- Company logo on sleeve of CAN Pro-Am jerseys
- Right to use CAN Pro-Am logo upon approval
- 2 rink boards
- 1/4 page ad in event program
- Corporate logo on tournament website and event collateral

## HOSPITALITY \$10,000



- Title as CAN Pro-Am Hospitality Partner
- Opportunity to provide a welcome gift in alumni hotel room
- Logo on welcome note inside alumni hotel rooms
- Social media mentions where appropriate
- Logo placement at alumni breakfast where appropriate
- Right to use CAN Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website

# EXCLUSIVE SPONSORSHIP OPPORTUNITIES

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## AUTOMOTIVE \$10,000



- Title as CAN Pro-Am Automotive Sponsor
- Opportunity to showcase vehicles where appropriate
- Opportunity to provide an item for Alumni and Captains kit
- Right to use CAN Pro-Am logo upon approval
- Social media mentions where appropriate
- 1/2 page advertisement in event program
- Corporate logo in event collateral and website
- 2 rink boards

## ALL-STAR GAME \$10,000



- Title as CAN Pro-Am All-Star Game Sponsor
- Opportunity to provide an item for Alumni and Captains kit
- Logo placement on the all-star game puck
- Right to use CAN Pro-Am logo upon approval
- 1/2 page advertisement in event program
- Corporate logo in event collateral and website
- Logo on All-Star Jerseys
- Verbal mentions at All-Star Game
- 2 rink boards on main rink

## AUCTION \$7,500



- Title as CAN Pro-Am Auction Sponsor
- Social media mentions where appropriate
- Right to use CAN Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- Logo recognition on Givergy site alongside CAN Pro-Am Presenting Sponsor
- 1 rink board

## PRINTING \$7,000



- Title as CAN Pro-Am Printing Sponsor
- Opportunity to provide gift for Alumni and Captains Kit
- Social media mentions where appropriate
- Right to use CAN Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 1 rink board

## PLAYER GIFT \$7,000 (In-Kind)



- Title as Player Gift Sponsor
- Opportunity for co-branding on player gift(s) for all participants (hats, shirts, jackets etc.)
- Social media mentions where appropriate
- 1/4 page ad in event program
- Corporate logo on tournament website and event collateral



# EXCLUSIVE SPONSORSHIP OPPORTUNITIES

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## ON-ICE OFFICIALS \$5,000



- Title as CAN Pro-Am Referee Sponsor
- Opportunity to provide gift for Alumni and Captains Kit
- Social media mentions where appropriate
- Right to use CAN Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 1 rink board

## PUCK \$4,000



- Title as CAN Pro-Am Puck Sponsor
- Opportunity to provide an item for Alumni and Captains kit
- Logo placement on tournament play pucks (excluding all-star game pucks)
- Right to use CAN Pro-Am logo upon approval
- 1/4 Page advertisement in event program
- Corporate logo in event collateral and website

## WELLNESS CARE \$4,000



- Title as CAN Pro-Am Wellness Care Sponsor
- Opportunity to provide a gift for Alumni and Captains kit
- Right to use CAN Pro-Am logo upon approval
- Social media mentions where appropriate
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website

## HEALTH AND SAFETY \$2,500 (and in-kind)



- Title as CAN Pro-Am Health and Safety Sponsor
- Opportunity to provide branded health and safety products for tournament
- Social media mentions where appropriate
- Right to use CAN Pro-Am logo upon approval
- 1/4 page advertisement in CAN Pro- Am Program
- Corporate logo in event collateral and website



## ABOUT CANUCKS AUTISM NETWORK (CAN)

**CAN's vision is for every individual on the autism spectrum to be understood, accepted and supported in all community spaces.**

Canucks Autism Network (CAN) was founded in 2008 by Vancouver Canucks Co-Owners Paolo and Clara Aquilini, with the goal of enriching the quality of life of BC individuals on the autism spectrum and their families.

Today, CAN is recognized as a provincial leader in the field of sports and rec programming for individuals on the spectrum. Through specialized support techniques, parent collaboration, and highly supportive staff and volunteers, CAN is able to ensure that every individual is successful on their own terms, regardless of their level of need.

Beyond sports and rec, we've expanded our programs to include opportunities in arts & technology, life & social skills, mental health and a rapidly growing Employment Programs & Services department.

CAN is also committed to promoting understanding, acceptance and inclusion through community engagement and training initiatives across BC.



## What is Autism?

Autism is characterized by difficulties with social communication, sensory sensitivities and repetitive behaviour, as well as a wide range of individual strengths, interests, and abilities.



## Key Stats

**1 in 37 BC children and youth has autism**

**19,000+ children and youth have autism in BC**

*\*Ministry of Children and Family Development (MCFD), Dec 2020*





Presented by



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