



April 24 - 29, 2012

2012 Fred Page Cup

The Kanata Stallions of the CHL Tier 1 Junior A Hockey League in conjunction with the City of Ottawa are proud to be hosting this prestigious Championship. This is the first time that a "City" team within the Central Junior league has been home to the Fred Page Cup. The City will be exposed to some great hockey the week of April 25th-29th. The (8) games will definitely showcase the very best in Junior hockey.

The Fred Page Cup is a championship conducted by the Canadian Junior Hockey League. The award is given to the winner of a round robin and playoff between the Bogart Cup champions of the Central Tier 1 Junior A Hockey League, the Kent Cup champions of the Maritime Hockey League, La Coupe NAPA Champions of the Quebec Junior AAA Hockey League, and the host team (Kanata Stallions). The winner of the Fred Page Cup moves on to the Junior "A" National Championship known as the Royal Bank Cup.



PLATINUM SPONSOR (2 AVAILABLE) EXCLUSIVE FOR FULL YEAR

- Company logo painted on ice for full CCHL Hockey Season Sept-May (value: \$25,000)
- 2 Rink boards affixed in arena for full CCHL Hockey Season Sept-May (value: \$15,000)
- Company logo on all Kanata Stallions home and away jerseys (value: \$5,000.00)
- Company logo on all Kanata Stallions team apparel – hockey bags, track-suits and practice jerseys (value: \$10,000)
- Company logo on window covers during all Kanata Stallions home games (value:2,000)
- Company logo and hyperlink on homepage and sponsor page on Kanata Stallions team website (value: \$3,000)
- Exclusive Corporate Tent week of FPC in arena – area and tent supplied – food and beverage not included (value: \$5,000)
- Corporate logo printed on all FPC Admission tickets and week passes (value: \$5,000)
- ½ page ad and logo on front page of Championship souvenir program (value: \$4,000)
- Corporate logo given prominence on official tournament poster to be distributed to all participants and to be used in local promotions at all local rinks and high traffic areas (value: \$3,000)
- Exclusive and prominent display of corporate logo and hyperlink on homepage of Championship website (value: \$5,000)
- Exclusive and prominent display of corporate logo on arena/hotel welcome banners (value: \$3,000)
- Logo included in all Ottawa Sun ads (value: \$5,000)
- Acknowledgement in TEAM 1200 radio ads (value \$2,500)

Cont'd



PLATINUM SPONSOR (CONT'D)

- (20) complimentary VIP full-week tournament passes with reserved seating (value: \$2000)
- (4) tickets to attend tournament banquet (value: \$300)
- Opportunity to participate in pre-tournament press conference and sponsor appreciation at tournament banquet (value: \$2,000)
- Opportunity to have company representative participate in Opening and Closing Ceremonies – team awards presentations shared with other sponsors (value: \$2,000)
- Exclusive and prominent display of corporate logo and hyperlink on homepage of Championship website www.fredpagecup.com (value: \$5,000)
- Exclusive and prominent display of corporate logo on arena/hotel welcome banners (value: \$3,000)
- Logo included in all Ottawa Sun ads (value: \$5,000)
- Acknowledgement in TEAM 1200 radio ads (value \$2,500)
- Multiple PA acknowledgements during each game of the Championship (value: \$2,000)
- Exclusive presence (in your market segment) to set-up 10'x10' kiosk in upper concourse to circulate literature and sell goods/services during Championship (value: \$10,000)
- Right to distribute company literature in welcome kits (value \$2,000)
- Player gifting opportunity in welcome kit (150 items)

Total package value: \$122,300.00 Package price \$25,000.00



PRESENTING SPONSOR (6 AVAILABLE)

- Company logo painted on ice for week of Championship (value: \$10,000)
- 2 Rink boards affixed in arena week of Championship (value: \$7,500)
- Exclusive Corporate Tent in arena – area and tent supplied – food and beverage not included (value: \$5,000)
- Corporate logo printed on all Admission tickets and week passes (value: \$5,000)
- ½ page ad and logo on front page of Championship souvenir program (value: \$4,000)
- Corporate logo given prominence on official tournament poster to be distributed to all participants and to be used in local promotions at all local rinks and high traffic areas (value: \$3,000)
- Exclusive and prominent display of corporate logo and hyperlink on homepage of Championship website (value: \$5,000)
- Exclusive and prominent display of corporate logo on arena/hotel welcome banners (value: \$3,000)
- Logo included in all Ottawa Sun ads (value: \$5,000)
- Acknowledgement in TEAM 1200 radio ads (value \$2,500)
- (20) complimentary VIP full-week tournament passes with reserved seating (value: \$2000)
- (4) tickets to attend tournament banquet (value: \$300)
- Opportunity to participate in pre-tournament press conference and sponsor appreciation at tournament banquet (value: \$2,000)
- Opportunity to have company representative participate in Opening and Closing Ceremonies – team awards presentations shared with other sponsors (value: \$2,000)
- Multiple PA acknowledgements during each game of the Championship (value: \$2,000)
- Exclusive presence (in your market segment) to set-up 10'x10' kiosk in upper concourse to circulate literature and sell goods/services during Championship (value: \$10,000)
- Right to distribute company literature in welcome kits (value \$2,000)
- Player gifting opportunity in welcome kit (150items)

Total package value: \$70,300.00 Package price \$15,000.00



GOLD SPONSOR (10 AVAILABLE)

- Prominent display of corporate logo with hyperlink on sponsors link on Championship website (value: \$3,000)
- Logo included in all Ottawa Sun ads (value: \$2,500)
- Corporate logo on official Championship poster to be distributed to all participants and to be used in local promotions at all local rinks and high traffic areas (value: \$2,000)
- (10) complimentary VIP full-week tournament passes with reserved seating (value: \$1000)
- (2) tickets to attend tournament banquet (value: \$150)
- ½ page ad and logo in Championship program (value: \$3,000)
- Right to distribute company literature in welcome kits (value \$2,000)
- Player gifting opportunity in welcome kit (150items)

Total package value: \$13,000.00 Package price \$5,000.00



EXHIBIT SPONSOR (10 AVAILABLE)

- ½ page ad in souvenir programs (value: \$3,000)
- Corporate logo given prominence on official tournament poster to be distributed to all participants and to be used in local promotions (value: \$5,000)
- Exclusive presence (10'x10' booth) on-site and right to sell product and circulate literature amongst athletes and over 10,000 spectators (value: \$10,000)
- Right to distribute company literature in welcome kits (value \$2,000)
- Player gifting opportunity in welcome kit (150 items)

Total package value: \$20,000.00 Package price \$3,500.00



CORPORATE SPONSOR (15 AVAILABLE)

- Corporate logo on sponsorship page in souvenir program (value: \$1,000)
- Corporate logo and hyperlink on official website or “Official Suppliers” (value: \$2,000)
- (4) complimentary VIP full-week tournament passes with reserved seating (value:\$400)
- Right to distribute company literature in welcome kits (value \$2,000)
- Player gifting opportunity in welcome kit (200 items)

Total package value \$5,400.00 Package price \$1,000.00

OFFICIAL SUPPLIER (20 AVAILABLE)

- Company name acknowledged with hyperlink on official event website (value: \$1,000)
- Company name acknowledged as official supplier in souvenir program (value: \$1,000)
- Couponing opportunities on-site during Championship (value: \$2,000)
- Included in our Official Restaurant Map page (if restaurant) of souvenir program – team meals will be endorsed at these venues

Total package value \$4,000.00 Package price \$500.00

SPONSOR (20 AVAILABLE)

- Company name acknowledged on official event website (value: \$1,000)
- Company name acknowledged in souvenir program (value: \$500.00)

Total package value \$1,500.00 Package price \$300.00



INFORMATION ABOUT THE EVENT

**For more information regarding the 2012 Fred Page Cup Partnership Programs
- please contact:**

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