



JOIN US FOR A HISTORIC CELEBRATION OF HOCKEY

Be part of the ultimate hockey celebration in Canmore, Alberta, January 15-18, 2025. Scotiabank Hockey Day in Canada is more than just a community festival; it's a national celebration of the sport that unites us all.

With more than 14 events over four days, your brand will have the opportunity to get noticed, while providing your clients and employees once-in-a-lifetime opportunities like a skate with the Stanley Cup, a draft party for the celebrity game, a live recording of the 32 Thoughts Podcast, and the Alumni Classic game! If that's not enough, you'll be able to be in-person for the national live broadcast of Scotiabank Hockey Day in Canada with special guests like: Ron MacLean, Kevin Bieksa, Kelly Hrudey, Jennifer Botteril, Eliotte Friedman and Kyle Bukauskis.

SPONSORSHIP OPPORTUNITIES

**HAT TRICK
SPONSOR
\$40,000**

**POWER PLAY
SPONSOR
\$30,000**

**FACE-OFF
SPONSOR
\$20,000**

**TOP SHELF
SPONSOR
\$10,000**

	HAT TRICK SPONSOR \$40,000	POWER PLAY SPONSOR \$30,000	FACE-OFF SPONSOR \$20,000	TOP SHELF SPONSOR \$10,000
Sponsorship of major event(s)	Events of choice	Multi-event	Multi-event	Single-event
Prime broadcast opportunities	✓			
Logo placement	Premium	Excellent	Visible	Visible
VIP Access	✓	✓		
Event tickets	10 per event	6 per event	4 per event	2 per event

SUPPORT OPPORTUNITIES

**HOCKEY FRIENDS
\$1,500**

**FAN FEST
SUPPORTER
\$1,000**

**COMMUNITY
SUPPORTER
\$500**

	HOCKEY FRIENDS \$1,500	FAN FEST SUPPORTER \$1,000	COMMUNITY SUPPORTER \$500
Logo on all community sponsor signs	✓	✓	✓
Booth space available at Fan Fest (Jan. 18)	✓	✓	
Quarter page ad in the commemorative program	✓		



LOOKING FOR COMMUNITY INVOLVEMENT

The Scotiabank Hockey Day in Canada event can't happen without the support and involvement of community sponsors. We would love to have you involved whether that's through cash sponsorship or an in-kind sponsorship.

CANMORE-FIRST

The event will benefit hockey in Canmore and the valley, so Canmore-based businesses get the first opportunity to be part of this year's celebration.

**Sponsorship opportunities are exclusive to the Bow Valley area until Oct.1, 2024.*

HOW TO GET INVOLVED

We are looking for sponsors as well as silent auction items and in-kind sponsorship. If you feel your business can help with supporting Scotiabank Hockey Day in Canada, we would love to hear from you!

Exclusive Scotiabank Hockey Day in Canada Events (and more!):

- School visits with the Stanley Cup
- Face-off draft event
- Formal banquet
- Concert
- Hockey clinics
- 32 Thoughts live podcast
- VIP experiences
- Skate with the Stanley Cup
- Meet and greets
- Celebrity hockey game
- After party
- Fan festival

FOR MORE INFORMATION, PLEASE REACH OUT TO

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