



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, Elliotte Friedman and Kyle Bukauskis.

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

SPORTSNET

1 Million Average Audience Per Minute
8 Million Viewers in 2023



SPONSORSHIP OPPORTUNITIES

Please note we are open to customizing and building a package that suits your business goals. Please let us know what you have in mind and we will work together to create a package specifically for your company.

There are only a limited amount of sponsorships available and will be filled on a first come, first served basis.

POWER PLAY SPONSOR \$30,000

Power Play Sponsors will have an opportunity to be mentioned at all events (where possible) tied to Scotiabank Hockey Day in Canada

Strong logo placement throughout the week of Scotiabank Hockey Day in Canada

VIP access to all events throughout the week of Scotiabank Hockey Day in Canada

6 tickets to the Face-Off Event (alumni game draft night and exclusive to sponsors)

6 tickets to the Scotiabank Hockey Day in Canada Concert

6 tickets to the Scotiabank Hockey Day in Canada Alumni Hockey Game

12 tickets to the Scotiabank Hockey Day in Canada Skate with the Cup, a private event where VIPs can skate alongside alumni and enjoy the Stanley Cup

6 tickets to the live recording of the 32 Thoughts Podcast

6 passes to the exclusive VIP areas on Saturday, Jan. 18, 2025 during Scotiabank Hockey Day in Canada

10x20 space to set up at the Fan Festival

Logo on the Hockey Day In Canada - Canmore website

Logo on all community sponsorship signs

FACE-OFF SPONSOR \$20,000

Face-Off Sponsors will have an opportunity to be mentioned at four events tied to Scotiabank Hockey Day in Canada

Strong logo placement throughout the week

4 tickets to the Face-Off Event (alumni game draft night and exclusive to sponsors)

4 tickets to the Scotiabank Hockey Day in Canada Concert

4 tickets to the Scotiabank Hockey Day in Canada Alumni Hockey Game

8 tickets to the Scotiabank Hockey Day in Canada Skate with the Cup, a private event where VIPs can skate alongside alumni and enjoy the Stanley Cup

4 tickets to the live recording of the 32 Thoughts Podcast

4 passes to the exclusive VIP areas on Saturday, Jan. 18, 2025 during Scotiabank Hockey Day in Canada

10x20 space to set up at the Fan Festival

logo on the Hockey Day In Canada - Canmore website

Logo on all community sponsorship signs



TOP SHELF SPONSOR \$10,000

- Top Shelf Sponsors will have an opportunity to be mentioned at one event tied to Scotiabank Hockey Day in Canada
- 2 tickets to the Face-Off Event (alumni game draft night and exclusive to sponsors)
- 2 tickets to the Scotiabank Hockey Day in Canada Concert
- 2 tickets to the Scotiabank Hockey Day in Canada Alumni Hockey Game
- 4 tickets to the Scotiabank Hockey Day in Canada Skate with the Cup, a private event where VIPs can skate alongside alumni and enjoy the Stanley Cup
- 2 tickets to the live recording of the 32 Thoughts Podcast
- 2 tickets to the Scotiabank Hockey Day in Canada Banquet
- 2 passes to the exclusive VIP areas on Saturday, Jan. 18, 2025 during Scotiabank Hockey Day in Canada
- 10x20 space to set up at the Fan Festival
- Logo on the Hockey Day In Canada - Canmore website
- Logo on all community sponsorship signs

EVENT SPONSOR \$5,000

- 2 tickets to the Face-Off Event (alumni game draft night and exclusive to sponsors)
- 2 tickets to the Scotiabank Hockey Day in Canada Concert
- 2 tickets to the live recording of the 32 Thoughts Podcast
- 10x10 space to set up at the Fan Festival
- Logo on the Hockey Day In Canada - Canmore website
- Logo on all community sponsorship signs

	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)	✓	✓	
Ball hockey rink board	✓		

FOR MORE INFORMATION, PLEASE REACH OUT TO

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