



ALBERTA

SPRING SHOWCASE

Partnership Opportunities



ABOUT HOCKEY ALBERTA

Hockey Alberta is the governing body of sanctioned amateur hockey in the province of Alberta. Established in 1907, the organization strives to create positive opportunities and experiences for all players through innovative leadership and exceptional service. Serving more than 108,000 participants across the province, Hockey Alberta develops players at every stage of the journey and equips coaches, officials and parents with the education and certification needed to grow the game.



SOCIAL MEDIA BY THE NUMBERS



8.5 MILLION+

Facebook views

31,150+ FOLLOWERS



14.5 MILLION+

Instagram views

31,150+ FOLLOWERS



100,000+ Newsletter subscribers

11,487 Livestream views

583,127 Webpage views

18,365 Users

SPRING SHOWCASE

Hockey Alberta welcomes over 520 participants, 100 volunteers, 150 scouts and thousands of family and friends to the Red Deer area throughout the Spring Showcase. The Spring Showcase is a three-week long event, featuring three elite-level competitions: the Alberta Cup (Under-15 Males), the Alberta Challenge (Under-15 Females), the Prospects Cup (Under-13 Males).

Each competition is five days and features the top athletes in each region, coached and staffed by some of the best in the province. The event serves as development to introduce athletes and staff to short-term competition.





Alberta Cup April 23-26

THE SPRING SHOWCASE

The Alberta Cup aids in the identification and selection of potential players for Hockey Alberta's Team Alberta program. In addition to player development, the Alberta Cup features opportunities for administrators, referees, coaches, therapists, and equipment managers to be identified for potential positions at higher level events, such as the World U17 Hockey Challenge and Canada Winter Games.



Alberta Challenge April 30 - May 3

The Alberta Challenge is a core Hockey Alberta female development program, providing players, coaches, therapists, equipment managers, administrators and referees an equal opportunity to discover the great qualities of competitive hockey.

The Alberta Challenge aids in preparation, evaluation and identification of potential players for Hockey Alberta's Team Alberta program and is a grassroots program. Through the camps, the players are able to measure themselves against other players of the same age and receive instruction from some of the best coaches in the province. For those selected to the regional teams, the Alberta Challenge is a taste of top competition.



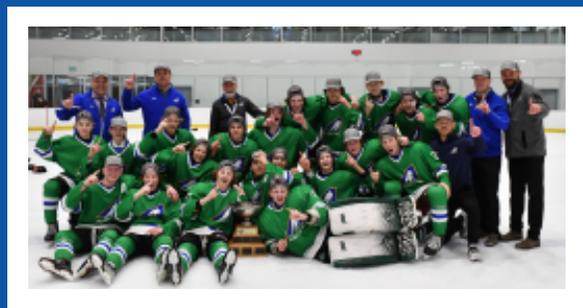
Prospects Cup May 7-10

The Prospects Cup is the third tournament of the Spring Showcase and the first step of the Hockey Alberta Development program. It provides second-year U13 athletes, coaches, trainers, and administrators an opportunity to discover the qualities of competitive hockey in a well-organized regional camp and select team competition.

SPONSORSHIP OPPORTUNITIES

First Line Sponsor - \$10,000

- Title sponsor of AB Cup OR AB Challenge OR AB Prospect Cup
- Logo incorporation into event title and event “presented by...”
- 25 passes to Alberta Cup
- 2 rinkboards (rinkboards to stay up for entire Spring Showcase)
- Logo placement on program cover
- Full-page ad in program
- Game day sponsor
- Daily recap (social and web)
- Social media mentions prior to, during, and post-event
- In-venue PA announcements
- Logo placement on composite signage and website
- Logo placement on FloHockey feed
- Opportunity for onsite kiosk



Second Line Sponsor - \$5,000

Game Day Sponsors

- Presenting Game Day partner
- 20 Passes
- 1 Rinkboard
- Full page ad in program
- Logo placement on composite signage and website
- Social media recognition
- 1 PSA per day

Scouts' Room

- Presenting partner of the Scouts' Room
- 20 Passes
- 1 Rinkboard
- Full page ad in program
- Logo placement on composite signage and website
- Social media recognition
- 1 PSA per day

Volunteer Room

- Presenting partner of the Volunteer Room
- 20 Passes
- 1 Rinkboard
- Full page ad in program
- Logo placement on composite signage and website
- Social media recognition
- 1 PSA per day

School's Program

- Presenting partner of the School's Program
- 20 Passes
- 1 Rinkboard
- Full page ad in program
- Logo placement on composite signage and website
- Social media recognition
- 1 PSA per day

SPONSORSHIP OPPORTUNITIES



Third Line Sponsor - \$2,000

Daily Feature Game

- 10 passes to Alberta Cup
- One in-game PSA
- Full page ad in program
- Logo placement on composite signage and website

Fourth Line Sponsor - \$1,000

- 5 passes to Alberta Cup
- Half page ad in program
- Website (logo placement)

Program Ad - \$500

- 2 passes to Alberta Cup
- Quarter page ad in program



CONTACT INFORMATION

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