



Wait and see what 40 women
are about to achieve

Longest Ice Hockey Game In The World August 2011

PRESENTED BY



Sponsorship Packages

Cystic Fibrosis Canada - Vancouver Chapter
4050 Graveley Street, Burnaby, BC, V5C 4A5
Telephone 604-436-1158
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www.cfvancouver.ca

Longest Ice Hockey Game In The World

August 26 – September 5, 2011

In April of 2010, Vallerie Skelly formed a committee of twelve, hockey-minded friends in the hope of coordinating the Longest Ice Hockey Game in the World to raise money for Cystic Fibrosis (CF). Her motivation behind this was the loss of her close friend, Lucia, to this debilitating disease.

Around this same time, in March 2010, a young woman by the name of Eva Markvoort, an aspiring artist and writer passed away from CF. Diagnosed at the age of one, Eva spent much of her life raising awareness about the disease. Her undeniable strength, courage, and willpower battling the disease moved many people within the CF community and beyond.

CF is the most common, fatal genetic disease affecting Canadian children and young adults. It is a multi-organ disease, primarily affecting the lungs and digestive system. CF is passed from parent to child and out of every 100 individuals, 4 people will be carriers of the abnormal gene.

In honour of Eva's legacy and all those affected by CF, 40 women will take to the ice and play one continuous hockey game for over 10 days. Funds raised through the event will go to Cystic Fibrosis Canada to support research aimed at helping people with CF, with the ultimate goal of finding a cure.

Longest Ice Hockey Game In The World

Sponsorship Packages Overview

-  Title Sponsor - \$50,000
-  Presenting Sponsor - SOLD
-  Eva's Club - \$20,000 ea
-  Sponsor a Player - \$6,500 ea
-  Team Referee - \$5,000 ea
-  Sponsor for a Day - \$4,000 ea
-  Feed The Players Team - \$1,999 - \$20,000
-  Feed the Volunteers Team - \$1,000 - \$10,000
-  65 Roses Club - \$500 - \$999 ea



Please visit our website www.longestgame4cf.com

*Packages may be customized to suit your unique marketing needs

Longest Ice Hockey Game In The World

Title Sponsor

(One Available)
(Sector Exclusivity)



Logo placement in the title of the event



Logo - inset in game Ice sheet



Logo placed on left front shoulder on official game jerseys



Logo on wrapped 2011 Ford Edge (being driven around the Lower Mainland starting in March 2011)



Corporate banner hung off-set at centre ice (10 ft. X 20 ft.)



Logo on banner displayed by score clock (9 ft. X 20 ft.)



Logo on CF Vancouver website (15,000 hits/ month)



Prominent positional Logo on promotional material (hats, t-shirts, replica jerseys)



Logo on front page of official game website



Mention in media releases



Logo Projected on outside arena wall during the event (Dusk until Midnight)



Opportunity to speak during media interviews



Ten passes to the V.I.P. area



Promo opportunities at the event



Event sector exclusivity



Company profile (100 words) on the event website



Recognition in newsletter "Good Therapy"



Logo on game pucks



Specific announcement on PA every three periods



Logo on promotional posters



Access to the players bench during the game



Replica game jerseys (2)



Inside cover full page ad in event program



Prominent display booth at arena



Link to your Company's site on the official event website

Total Opportunity \$50,000

*Package may be customized to suit your unique marketing needs

Longest Ice Hockey Game In The World

Eva's Club

(6 available)
(Sector Exclusivity)



Logo on the sleeve of every official game jersey



Logo on wrapped 2011 Ford Edge Sport (Being driven around the Lower Mainland starting in March 2011)



Logo Projected on outside arena wall during the event (Dusk until Midnight)



Ad on rink board during event



Logo on CF Vancouver website (15,000 hits per/month) plus official game website



Logo on the back of event t-shirts for sale



Link to your Company's site on the official event website



Full page ad in event program



Logo on banner displayed by score clock (9 ft. X 20 ft.)



Prominent Logo on the back of event t-shirts



Framed picture of Company Representative with the 40 players



Announcement on the PA every four hours during the event



5 passes to the V.I.P. area

Total Opportunity \$20,000

* Package may be customized to suit your unique marketing needs

Longest Ice Hockey Game In The World Sponsor a Player

(40 Available)



Logo on the back of your player's jersey



Logo to be displayed on player's biography page on official event website



PA recognition every day during the event



Logo signage displayed at rink level (48 X 48 in.)



Logo signage behind your player's bench (24 X 24 in.)



Official game jersey signed by all 40 players



Two passes to the V.I.P. area



Your logo on the back of the official game t-shirts for sale before, during and after the event



Recognition in event program under Sponsor a Player



Half page ad in event program



Logo projected on outside arena wall (Dusk until Midnight)

Total Opportunity \$6,500

*Package may be customized to suit your unique marketing needs

Longest Ice Hockey Game In The World

Team Referee

(8 Available)



Logo on the referees' jerseys



Official game jersey signed by the 40 hockey players



Banner displayed by referees' change room (24 X 24 in.)



Official referee event jersey signed by the 40 players



Half page add in the event program



Recognition in event program under Team Referee



Two passes to the V.I.P. area

Total Opportunity \$5,000








Because referees are people too...

*Package may be customized to suit your unique marketing needs

Longest Ice Hockey Game In The World

Sponsor for a Day

(10 Available)

-  **Banner with logo placed above the entrance to the arena (48 X 48 in.)**
-  **Half page ad in event program**
-  **Two passes to the V.I.P area for your day**
-  **Logo projected on outside arena wall during the event (Dusk until Midnight)**
-  **Specific announcement on PA every three periods**
-  **Logo on the back of game t-shirts**
-  **Official game jersey signed by the 40 players**

Sponsor a Day \$4,000

*Package may be customized to suit your unique marketing needs

Longest Ice Hockey Game In The World

Feed the Players Team

(10 Available)



Logo sign will be displayed on the food trailer (48 X 48 in.)



V.I.P. for the day – have a meal with the Players and Volunteers



Clear decal on viewing area glass (18 X 18 in.)



Official game jersey signed by all 40 Players



Logo in event program under Team name



Logo Projected on outside arena wall during the event (starting at Dusk until Midnight)



Official Sponsorship letter signed by the 40 players that can be framed for display

Sponsor a Day or Ten \$1,999 - \$20,000

**How much food must be consumed when you're playing
hockey for 14 hours a day... hmmm**

*** Package may be customized to suit your unique marketing needs**

Longest Ice Hockey Game In The World

Feed the Volunteers Team

(10 Available)



Logo sign will be displayed on the food trailer (48 X 48 in.)



V.I.P. for the day – have a meal with the players and other V.I.P's



Logo in event program under Team Name



Decal on the glass in the viewing area (18 X 18 in.)



Official event t-shirt signed by all 40 players



Official Sponsorship letter signed by the 40 players that can be framed for display






Sponsor a Day or Ten \$1,000 – \$10,000

It's estimated that over 400 volunteers will assist with this ten day event. Without their help the Longest Game could never take place.

* Package may be customized to suit your unique marketing needs

Longest Ice Hockey Game In The World

65 Roses Club

-  **Official Sponsorship letter signed by the 40 players that can be framed for display**
-  **Recognition in event program under 65 Roses Club**
-  **Official event t-shirt signed by all 40 players**
-  **Name or logo posted on official event website on the 65 Roses Club Wall**
-  **Name or Logo on 65 Roses Club board on display at the arena**

Total opportunity \$500 – \$999

*Package may be customized to suit your unique marketing needs



Cystic fibrosis
is like drowning
on the inside.

Contact

For further information on sponsorship opportunities or for more information on the event please contact:

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