

# HEROES HOCKEY CHALLENGE

# 2015

**HOCKEY GAME & GARRISON BALL**

**MARCH 27 & 28 2015, TORONTO, ONTARIO**



"A Nation Needs Its Heroes"



Hosted by  
Wounded Warriors Canada



HHC's Official  
Hockey Partner



## BACKGROUND

Founded by Glenn Cumyn and owned by the PPCLI Foundation (Princess Patricia's Canadian Light Infantry), Heroes Hockey Challenge (HHC) is a series of charitable hockey fundraising events which take place annually in communities across Canada. HHC combines two Canadian icons – Canada's national sport of hockey and the world's finest soldiers to create a unique, family-friendly entertainment event.

HHC raises funds to support our ill and injured Canadian Armed Forces members, Veterans, their families, and families of the fallen. Heroes Hockey Challenge shines the spotlight on some of this nation's greatest heroes for the benefit of Canada's unsung heroes.

HHC events were held in Calgary and Vancouver in 2012, Abbotsford in 2013 and Edmonton in 2014, raising more than \$200,000 to date. The March 2015 Toronto Heroes Hockey Challenge will see the PPCLI Foundation partnering with Wounded Warriors Canada (WWC) with net proceeds from the game shared equally between the two organizations.

## WHY SUPPORT HHC?

In it's fourth year, the Heroes Hockey Challenge continues to place our nations military heroes in front of their hockey heroes. This has proven to be an extremely powerful experience for all involved and most importantly our men and women in uniform. The partnership between HHC and WWC couldn't be stronger.

Your sponsorship will support a wide-range of national programs and services Wounded Warriors Canada provides for our ill and injured Canadian Armed Forces members, Veterans and their families.

## CONTACT

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## PRESENTING PARTNER — ONE @ \$30,000

Benefits include (full details to be worked out with Partner):

- Naming rights and co-branding in all Heroes Hockey Challenge media
- Full media exposure
- Exclusive category sponsor rights
- On-site corporate exposure & recognition at both HHC Toronto 2015 event as "Presenting Partner"
- 8 Gala Dinner tickets joined by team members of the Toronto Maple Leafs Alumni, HHC Warriors and Celebrity Sports guest – table of 12
- 20 VIP Game tickets for the Heroes Hockey Challenge Toronto 2015 Game
- On-site advertising opportunities at Gala & Game
- Advertisement in official souvenir programs
- Booth in the Arena concourse for the Game as requested

## PLATINUM PARTNER — EIGHT @ \$10,000

Benefits include (full details to be worked out with Partner):

- Full media exposure
- Exclusive category sponsor rights
- On-site corporate exposure & recognition at all HHC events as "platinum partner"
- 8 Gala Dinner tickets joined by team members of the Toronto Maple Leafs Alumni, HHC Warriors and Celebrity Sports guest – table of 12
- 12 VIP Game tickets for the Heroes Hockey Challenge Toronto 2015 Game
- On-site advertising opportunities at Gala & Game, including recognition by the emcee
- Advertisement in official souvenir program
- Booth in Arena concourse during the Game as requested

## GOLD PARTNER — FIVE @ \$5,000

Benefits include:

- Full media exposure
- On-site corporate exposure & recognition at both HHC events as an "official gold partner"
- 4 Gala Dinner tickets joined by team members of the Toronto Maple Leafs Alumni, HHC Warriors and Celebrity Sports guest – table of 12 shared with another partner
- 6 VIP Game tickets for the Heroes Hockey Challenge Toronto 2015 Game
- On-site advertising opportunities at the Gala and the Game, including recognition by the emcee
- Advertisement in official souvenir program
- Booth in Arena concourse during the Game as requested

## MINOR SPORT PARTNER — UNLIMITED @ \$1,500 EACH SEND A KIDS MINOR SPORTS TEAM (IE HOCKEY, BASEBALL, SOCCER, ETC.) TO THE GAME

Benefits include:

- Media exposure
- For those who wish to contribute, but can't make the game
- 20 Game tickets for a minor sports team for the Heroes Hockey Challenge Toronto 2015 Game in your company's name
- On-site advertising opportunities at the Game, including recognition by the emcee of the team and partner

## OFFICIAL SUPPLIER — UNLIMITED

For organizations providing goods and/or services that add value to Heroes Hockey Challenge. Benefits include:

- Full media exposure
- On-site advertising opportunities at the Game, including recognition by the emcee

## DONOR — UNLIMITED @ \$100-\$1000 DONATION DONATION TO WOUNDED WARRIORS CANADA (HEROES HOCKEY CHALLENGE)

Benefits include:

- Recognition on social media
- Recognition in Programs
- Charitable Tax Receipt, if required