

Wickenheiser International

WOMEN'S HOCKEY FESTIVAL

Presented by  SAMSUNG

SPONSORSHIP PROFILE

www.wickhockey.com

Our mission is to develop, lead and promote positive female hockey experiences for all levels internationally.

WHAT IS A HOCKEY “FESTIVAL?”

We are presenting you with an opportunity to become a founding sponsor of the inaugural Wickenheiser International Female Hockey Festival taking place in Burnaby, BC **November 18 - 21, 2010**.

This hockey festival will ride on the coattails of the biggest celebration of winter sport, the Vancouver 2010 Olympics and will be much more than your typical hockey tournament.

International participants from Atom to Senior level will engage in world-class competition; have an opportunity to make friends from around the world; improve their hockey skills and learn from the world's best – Hayley Wickenheiser– who will participate throughout the four-day event.

We will accept the participation of over 700 players with international representation in each division. This translates to an expected attendance of close to 2,000 attendees including parents, players, coaches and staff.

Beyond a typical tournament, the Samsung Wickenheiser International Female Hockey Festival will incorporate the following elements elevating it from a 'tourney' to a 'festival' which will attract attention from around the world.

- Opening networking reception for VIPs, sponsors, players, coaches and parents
- Skills competition
- On and off-ice demonstrations with Hayley Wickenheiser and special guests
- On and off-ice clinics and workshops for players and parents (topics will range from 'fitness and nutrition' to 'parents as coaches')
- Additional sponsor elements such as themed lounges, text-in-to-win contests, etc.

This tournament is also committed to paying it forward, as a portion of the proceeds raised from hosting of this event as well as 100% of the proceeds from silent auctions, 50/50 and raffle items will be donated to **Right To Play** and **KidSport**

Right To Play is an international humanitarian organization that uses sport and play programs to improve health, develop life skills, and foster peace for children and communities in some of the most disadvantaged areas of the world.

A portion of the proceeds will also be allocated for KidSport, an organization committed to providing support to ensure family financial status is not a barrier to youth involvement in organized sport.

The Samsung Wickenheiser International Hockey Tournament has caught the enthusiasm and excitement of some the hockey's elite.

THE OPPORTUNITY

As our Canadian athletes and athletes from around the world vied for their country on an international stage in 2010, we were already thinking about the momentum beyond 2010 and the opportunities that exist for brand association to the fervor around Olympic personalities.

In addition, we know that women's hockey is a sport with great momentum of popularity and participation. In fact, while female hockey enrolment increases year over year, male enrolment is on the decline. Your involvement with female hockey positions you as a world leader and an organization which is forward thinking and opportunistic in all the right ways. Now, more than ever, is an exciting time to begin or continue to associate your brand with the sport and youth, all the while tying your brand to the best female hockey player in the world and five-time Olympian, and 2010 gold medalist, Hayley Wickenheiser.

We have highlighted just a few of the benefits of your organization will garner through its involvement in the Wickenheiser International Female Hockey Festival that are beyond the long list of typical activations outlined later in this document.

- Building on momentum of Olympic Games and association of brand to three-time Olympic gold-medalist - Hayley Wickenheiser.
- National and International exposure through media, advertising, public relations campaigns, etc.
- Opportunity to aid in the development of your sponsorship opportunities and benefits, as this is an inaugural year, we are open to your ideas
- Relationship building with some of the biggest brands and biggest names in sport
- 68% of consumer spending in Canada is controlled by women. While women are the ones controlling household spending, they are spending very little time consuming media. In fact, women in Canada spend less than 36 minutes per day devoted to traditional media consumption, according to the IAB Canada's 2008 Canadian Media Usage Trend study. This means those selling products to women need to get their attention in more creative ways and way that are integrated into the habits of women. This event provides that opportunity.
- Founding sponsorship has its privileges. This event will grow exponentially year over year and your involvement in the inaugural year offers privileges that are unlikely to be available to sponsors in coming years.
- Low cost relative to high opportunity
- And, of course, it feels good! A portion of the proceeds of the event will go to both local and national charities – Right To Play and KidSport.

Get National and International exposure as well as build off the momentum of the Olympic Games through our sponsor opportunities.

AVAILABLE SPONSORSHIP OPPORTUNITIES

Sponsor benefits include:

- National and international exposure
- Opportunity to aid in the development of sponsorship opportunities and benefits, as this is an inaugural year.
- Building on momentum of Olympic Games and associating your brand to a recent gold-medalist.

Title Sponsor – Sold to Samsung

Samsung Canada has committed to the Title Sponsorship. Additional sponsorships are being sought to further the programming available to the participants and the public.

Podium Sponsor – \$100,000 – Limit of 1

Deadline for sponsorship commitment: July 1, 2010

Deadline for payment: August 15, 2010

Sponsor benefits include:

- Availability of Hayley Wickenheiser for a one-hour internal staff event either on-site or off-site
- Sponsor recognition at opening and closing ceremonies
- Sponsor representative invited to address teams, parents and fans in the opening and/or closing ceremonies
- Guest speaker opportunities at clinics or other events
- Sponsor logo and link to company website on tournament website
- Prominent placement of sponsor logo throughout the event promotional materials
- Recognition with company name and logo on all media such as TV, radio, online and print
- Logo inclusion on trophy/medals
- Large ad and sponsor description in tournament program
- Area of facility reserved for sponsor-selected promotions
- Invitations for eight to VIP events (additional negotiable)
- Product or promotional placement both on and off-ice (ie. dressing rooms, intermission activities, welcome packages, etc.)
- Optional representation on event's Steering Committee

**This will be the
ultimate hockey
experience for
young female
hockey players,
Atom to Adult.**

Gold Sponsor \$50,000 – Limit of 2

Deadline for sponsorship commitment: July 1, 2010

Deadline for payment: August 15, 2010

Sponsor benefits include:

- Sponsor recognition at opening and closing ceremonies
- Sponsor representative invited to address teams, parents and fans in the opening and/or closing ceremonies
- Sponsor logo and link to company website on tournament website
- Prominent placement of sponsor logo throughout the event promotional materials
- Recognition with company name and logo on select media such as TV, radio, online and print
- Mid-sized ad and sponsor description in tournament program
- Product or promotional placement both on and off-ice (ie. dressing rooms, intermission activities, welcome packages, etc.)
- Invitations for six to VIP events
- Optional representation on event's Steering Committee

Silver Sponsor \$15,000 – Limit of 3

Deadline for sponsorship commitment: July 31, 2010

Deadline for payment: September 1, 2010

Sponsor benefits include:

- Sponsor recognition at opening and closing ceremonies
- Sponsor logo and link to company website on tournament website
- Prominent placement of sponsor logo throughout the event promotional materials
- Recognition in most media materials
- Mid-sized ad and sponsor description in tournament program
- Invitations for four to VIP events
- Product or promotional placement in limited locations off-ice

Committed to playing it forward, a portion of the proceeds raised from this event will be donated to Right To Play and KidSport.

Bronze Sponsor \$5,000

Deadline for sponsorship commitment: September 1, 2010

Deadline for payment: September 30, 2010

Sponsor benefits include:

- Sponsor logo and link to company website on tournament website
- Placement of sponsor logo on select promotional materials
- Sponsor recognition at opening and closing ceremonies
- Small-sized ad and sponsor description in tournament program
- Invitations for two guests to select VIP events
- Product or promotional placement in limited locations off-ice

Media Partner

Sponsor benefits include:

- Sponsor recognition at opening and closing ceremonies
- Category exclusivity (television, daily print, weekly print, radio, etc.)
- Relationship-building with Olympians pre and post Olympics
- Distribution of promotional materials or product placement at the festival
- Opportunity to include live-to-air programming specific to media
- On and off-ice promotional placement
- Sponsor logo and link to company website on tournament website
- Placement of sponsor logo throughout the event promotional materials
- Invitations for six guests to all VIP events

In-Kind Donations (Values From \$2,000 to \$20,000)

Sponsor benefits include:

- Distribution of promotional materials in welcome packages
- Sponsor logo and link to company website on tournament website
- Placement of sponsor logo in select event promotional materials
- Invitations for two guests to select VIP events

Customized Packages

Let us help you build a package of sponsorship activations that suit your current business objectives. Contact Ceilidh Price at 403-462-7895 to discuss options.

APPENDIX: THE DETAILS

The Vision

To create an international hockey tournament and associated events that is respected among the world's amateur female hockey community as the premier event in which to participate due to excellent programming, opportunities for camaraderie, personal growth and competition.

The Objective

To raise the profile of both women's hockey and the sponsoring organizations.

Date & Location

Dates	Fall, 2010
Location	Burnaby, British Columbia
Cost	\$1,499 per team

Audience Summary

Primary	610 Players, 1,500 parents and coaching staff Players – Young women ages 11 to 30 Parents & Staff – Primarily women ages 35 to 50
Secondary	Vancouver area residents, non-participating female hockey players across Canada and in the international locales of participating teams.

Tournament Format

Game	
Guarantee	Four
Divisions	Atom, Pee-wee, Bantam, Midget, Adult (Estimated eight teams in each division)

Additional Elements

Additional elements that will make this a “festival” are:

- Opening networking reception for VIPs, sponsors, players and parents
- Skills competition
- On and off-ice demonstrations with Hayley Wickenheiser
- Clinics and workshops for players and parents (topics will range from ‘fitness and nutrition’ to ‘parents as coaches’)
- Additional sponsor elements such as themed lounges, text-in-to-win contests, etc.
- Mentorship game (multi-level divisions and all-stars)

MARKETING

Team Participation Key Target Markets and Female Hockey 2009 Enrolment

- Canada – 77,461
- USA – 50,109
- OTHERS: Sweden – 3,633, Finland – 3,527, Japan – 3,200, Germany – 2,481, Czech Republic – 1,611

High-Level Marketing Strategy Overview

Team Invitations Teams will be invited through Hockey Canada, existing personal and professional connections, international ambassadors, and an database of more than 100,000 individuals and direct contact with minor hockey associations. The invitation will include materials to help teams fundraise locally to offset participation costs (i.e. press release templates, fundraising ideas, etc.).

Partnership + Endorsement Strategy Creation of partnerships, endorsements and ambassadorships in Canada and internationally will create good-will for the event and its sponsors. Partners include Hockey Canada, Right To Play and others. Ambassadors will include female hockey personalities in target market countries. Media partnerships are also being sought to raise the profile of the sport and the sponsors.

Public Relations A large scale public relations campaign will be implemented with the goal of enticing teams to participate and raising awareness of the event, partners and sponsors pre and post-event.

Advertising Select advertising will be implemented where appropriate to entice teams and/or for sponsor recognition.



ABOUT HAYLEY WICKENHEISER

Four-time Olympic medalist, Hayley Wickenheiser is regarded as one of the best female hockey players in the world with an uncompromised determination and dedication to her sport. However, it's not just her lethal slapshot that is respected by her teammates, fans and peers; Hayley is also an award winner, community leader, mentor, history-maker and an accomplished businesswoman.

It all started at age 15 in Shaunavon, Saskatchewan when Hayley was chosen for the Canadian Women's National Team. She has since led the squad to six gold and one silver medal at the Women's World Hockey Championships. As an Olympian, she earned a silver medal at the 1998 Winter Olympics and three Olympic gold medals in 2002, 2006 and most recently at the Vancouver 2010 Winter Olympics. Accompanying all that hardware, Hayley was also named the tournaments' most valuable player in the 2002 and 2006 victorious Olympic runs as well as in numerous Esso Women's Hockey Championships.

Hayley Wickenheiser has proven to be an elite athlete time and time again. Sports Illustrated recently named her number 20 of the Top 25 Toughest Athletes in the World. She is also a two-time finalist for the Women's Sports Foundation Team Athlete of The Year and was recently named among the Globe and Mail's "Power 50" influencers in sport.

In January 2003, Hayley made hockey history when she became the first female hockey player to notch a point in a men's professional game with the Kirkkonummen Salamat of the Finnish second division. Wickenheiser also played in Eskilstuna, Sweden with a men's professional division-one hockey team for the 08-09 season.

Along with hockey, Wickenheiser has mastered a number of sports. An elite softball player, she participated in the 2000 Summer Olympics as a member of Team Canada and worked as a Softball Analyst with CBC's coverage of the 2008 Beijing Summer Olympics.

Hayley's passion for sport is paralleled by her drive to give back to the community in several ways, particularly to organizations with a commitment to youth such as KidSport, Right To Play, Dreams Take Flight, Clean Air Champions and Spread The Net. In May 2007, Hayley traveled to Rwanda with a team of Canadian Olympic athletes for Right to Play, an athlete-driven humanitarian organization.

Putting her pursuit of a BSc at the University of Calgary to good use, Wickenheiser has led numerous projects with the goal of raising the profile of women's hockey around the world. Hayley Wickenheiser lives in Calgary, Alberta and is a very proud mom to 10-year old son, Noah.



ABOUT RIGHT TO PLAY

Right To Play is an international humanitarian organization that uses sport and play programs to improve health, develop life skills, and foster peace for children and communities in some of the most disadvantaged areas of the world. Working in both the humanitarian and development context, Right To Play trains local community leaders as Coaches to deliver its programs in more than 23 countries affected by war, poverty, and disease in Africa, Asia and the Middle East. The organization is supported by an international team of top athletes from more than 40 countries. As role models, these athletes inspire children, raise awareness and promote opportunities for funding for Right To Play projects. For more information visit www.righttoplay.com.

ABOUT KIDSPORT

KidSport is an organization committed to providing support to ensure family financial status is not a barrier to youth involvement in organized sport. KidSport believes that all children should be given the opportunity to develop a healthy lifestyle, no matter the financial, physical or language barriers that may exist. For more information on KidSport visit www.kidsportcanada.ca.