

Pucks for Purpose **SPONSORSHIP PACKAGE**



EST. 2023

pucksforpurpose.com

WHAT IS PUCKS FOR PURPOSE?

WHO WE ARE

We are a student-run not-for-profit organization at St. Francis Xavier University with a mission to contribute to the battle against cancer and raise awareness about Motionball for Special Olympics through a beloved East Coast sport – hockey! Our goal is to support and fundraise for charities by organizing a fun rivalry game between StFX faculties.

SUMMARY

Initial Traction @StFX - *the students REALLY want this game*



The excitement around campus by word of mouth and social media is unmatched. With over 100+ Brand Ambassadors constantly pushing the vision and support from faculty and key university executives has been monumental in overcoming obstacles that have arisen.

The Future - a new game with a focus on charity



Our goal is to generate the level of enthusiasm among StFX students as is experienced during varsity games, but with a charitable purpose driving it. The Business vs. Art-Sci Rivalry game aims to become a highlight of StFX's annual calendar, with an anticipated capacity crowd of 1,700+ enthusiastic fans. All proceeds earned from the event will be directed towards two important causes: the **Canadian Cancer Society (CCS)** and **Motionball for Special Olympics Canada** with each charity distributing the funds in Nova Scotia.

Pucks for Purpose is inspired by the Cure Cancer Classic at Queens University, which fundraised \$450,000 for charity and sold over 5,000 tickets to their annual game last year.



VS



GAME DAY: MARCH 13, 2024

WHY SPONSOR?



1700+ FANS



COMMUNITY



EXPOSURE

The Pucks for Purpose Classic aims to establish mutually beneficial partnerships with sponsors. It is through the generous support of our partners that we can achieve our fundraising objectives, enabling us to make substantial donations to the CCS and Motionball for Special Olympics.

In return, our sponsors gain substantial visibility within the St. Francis Xavier (StFX) campus and the broader Antigonish community (which is closely connected to the university). StFX, while a smaller school, has a deeply connected and engaged community that is highly involved on campus. Despite its small size, StFX also has a rich history of athletic successes, particularly among its varsity teams. As we aspire to become a highlight of StFX's annual calendar, sponsors will enjoy significant engagement with the StFX students from all faculties, students from other universities (especially those on the East Coast), and our proud alumni who embody the Xaverian spirit.

Beyond the advantages of favourable public exposure and networking, a partnership with Pucks for Purpose represents an unparalleled opportunity to make a profound impact. In this spirit, Pucks for Purpose invites you to join us in playing the game we cherish while making a meaningful difference.

100% of Your Dollar is Donated!

We guarantee that 100% of sponsorships and donations will be directly given to our two charities. Ticket sales from the main event will cover event expenses with the rest being donated.

Half of the raised amount will be dedicated to the **Canadian Cancer Society**, a crucial organization at the forefront of cancer research and for providing vital support to those battling the disease in Canada. The other 50% will be donated to **Motionball for Special Olympics**, an organization that actively promotes Special Olympics through various sporting events and banquets nationwide.

To be noted, 95% of the funds Motionball fundraises goes directly to Special Olympics, of which 70% of each donated dollar remains within the province. In the case of the Pucks for Purpose Classic, this means that 70% of each dollar for Motionball will go to Special Olympics NS.



WHY SPONSOR?



1700+ FANS



COMMUNITY



EXPOSURE

The StFX Community — one that gets behind sports



More Than Just One Game — the after party

- We have confirmed that The Golden X Inn, the student bar on campus, will host the after-party on March 13th
- It presents an opportunity to further engage with students and provide in-kind donations that can be given away



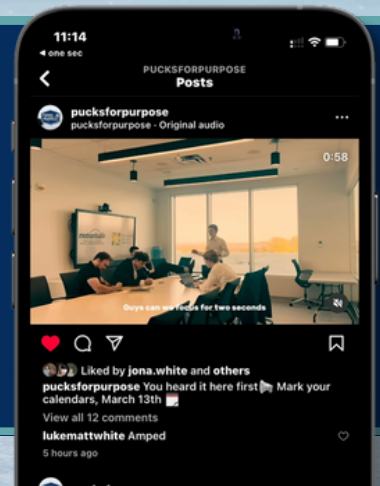
Instagram Showcase — a testament to the excitement on campus!

- **Recent Video Statistics:**
 - 30,000+ plays in 24 hours
 - 90 hours of watch time
- **Video Reach:**
 - 17,000+ accounts



@PUCKSFORPURPOSE

250,000+ Views
*in 9 videos



OFFERING OVERVIEW

Partner with Pucks for Purpose and establish meaningful connections with our team, the university community, and the broader Antigonish area. A partnership with us encompasses a mutually beneficial relationship that aligns with the core values and mission of our organization.

As a Pucks for Purpose partner, we are committed to tailoring our offerings to best support your company, brand, and vision. We consider this partnership **flexible**, and we are open to discussions on how we can collaborate in innovative ways to generate value for both of our organizations.

Monetary Support:

At a minimum, a partnership includes sponsorship benefits at our event, ensuring consistent exposure to our community through marketing and promotional efforts. Creative marketing videos that will be seen by students across campus can be tailored to your company's vision.

In-Kind Support:

Our partnership actively seeks opportunities to showcase and support your product offerings as prizes, giveaways, and player kits. Pucks for Purpose is well-equipped to promote your products and services as highly sought-after rewards for students, players, and fans.

Networking and Recruiting:

As a partner, we extend an invitation for your company's representatives to join us at our event. This platform offers your organization the chance to connect with passionate students and event attendees. Your presence at our event will enhance your brand's visibility among students in Antigonish and the broader East Coast region.



SPONSORSHIP TIERS



We are open to collaborating on benefits and exposure that best suit your needs.

1 Available

Dollar Match Partner - amt TBD

Become a dollar match partner and amplify the impact of our charitable donations to the Canadian Cancer Society and Motionball for Special Olympics. Option to match a preset amount or our total amount raised, doubling the funds directed towards these important causes. (looking for a match donor for the remaining 50% for Motionball)

Benefits:

- Presence at the cheque ceremony with speaking opportunity
- Recognition for the generous gift displayed on our website
- Tiered banner at the game acknowledging contribution
- Will receive a tax receipt

***Option to remain anonymous*



1 Available

Title Sponsor - \$5,000

Sponsor the entire Pucks for Purpose Classic game, and secure exclusive naming rights. This is a unique opportunity for your company to take center stage and be recognized as the driving force behind the game.

Benefits:

- Name and logo on promotional materials (posters, banners, digital assets, game day materials, tickets, etc.)
- Authentic Business or Art-Sci jersey with the company name
- Opportunity to address the live crowd and the Livestream broadcast
- Networking opportunities with the players
- Complimentary VIP tickets to the game for company representatives
- Social media features (Facebook, Instagram, LinkedIn) and logo displayed on our website
- On-site display/information table for company branding and networking ***required to bring own props*
- An engaging and entertaining video "skit" announcing the partnership (our first skit got 12,000+ plays in 24 hours)
- Category exclusivity

Jersey Sponsor - \$3,000

Place your logo on the jerseys (similar to the NHL) that the players will proudly wear during the game and during pre-game sales to the enthusiastic student body. This sponsorship opportunity immerses your brand in the heart of the action and maximizes visibility among participants, attendees, and those beyond the event.

Benefits:

- Logo on all jerseys
- Sponsored logo at sales booths (with option for a banner)
- Complimentary tickets to the game for company representatives
- Social media features (Facebook, Instagram, LinkedIn)
- Tiered banner at the game acknowledging contribution
- Logo displayed on our website
- An engaging and entertaining jersey reveal video (our first skit had 12,000+ plays in 24 hours)



OTHER SPONSORSHIP TIERS

2 Available

After-Party Sponsor - \$2,500

Sponsor the highly anticipated post-game celebration at the renowned and recently renovated StFX Inn. As the official sponsor of the after-party, your company will have the exclusive opportunity to elevate post-game festivities, network with students, and celebrate with the winning team in style.

Benefits:

- Exclusive presence at the after-party
- Complimentary game tickets for company representatives
- Website recognition
- Social media feature (Facebook, Instagram, LinkedIn)
- Tiered banner at game acknowledging contribution
- Networking opportunity with student body

Trophy Sponsor - \$2,000

Sponsor the highly sought after Pucks for Purpose Cup to be awarded to the winning team. As the official sponsor of the trophy, your company will become an integral part of the celebration, presenting the trophy to the triumphant team. "Pucks for Purpose Cup sponsored by COMPANY NAME".

Benefits:

- Announcement on Livestream broadcast and in the ceremony before the game
- Trophy ceremony honours
- Post-game networking opportunity
- Complementary tickets to the game for company representatives
- Social media feature (Facebook, Instagram, LinkedIn)
- Logo displayed on our website
- Tiered banner at the game acknowledging contribution



1 Available

Fan Experience Sponsor - \$1000

Sponsor the noisemakers that are used by fans to enhance their experience. Your company's logo will be displayed on these items and distributed to fans as they enter the arena, allowing your brand to be part of the excitement. Additional giveaways and company merchandise to be distributed during the game (ex: T-shirt cannon, etc.)

***noisemaker and additional giveaway costs to be covered by the sponsor*

Benefits:

- Announcement on Livestream Broadcast
- Complimentary tickets to the game for company representatives
- Social media feature (Facebook, Instagram, LinkedIn)
- Tiered banner at the game acknowledging contribution
- Logo displayed on our website

OTHER SPONSORSHIP TIERS

1 Available

Period Intermission Sponsor - \$1000

Sponsor the thrilling Pucks for Purpose period show, and infuse your brand's creativity into an entertaining performance. The show aligned with your company's objectives, will captivate the live audience and those watching from afar. Your sponsorship will be prominently recognized as the show's presenter, ensuring your brand shines in the spotlight.

Benefits:

- Announcement on Livestream Broadcast
- Complimentary tickets to the game for company representatives
- Social media feature (Facebook, Instagram, LinkedIn)
- Tiered banner at the game acknowledging contribution
- Logo displayed on our website
- On-site activation space to engage the crowd with interactive displays ****required to bring own displays**
- Customizable show with brand alignment ****responsible for costs associated with show**



Game MVP - \$500

Sponsor the prestigious Hockey Game MVP Award and make a profound impact on the event's legacy. Together, we will work with your company to determine an award that aligns with your objectives. "The Pucks for Purpose Classic MVP is proudly presented by COMPANY NAME and is awarded to...". Will have the option to have the MVP announced at the end of the game or at the after party. ****award and trophy to be supplied by sponsor**

Benefits:

- Trophy/prize with company recognition given to the game MVP
- Company logo displayed at our event as the sponsor of the game MVP
- Announcement on Livestream broadcast and following the game
- Complimentary game tickets to the game for company representatives
- Social media feature (Facebook, Instagram, LinkedIn)
- Logo displayed on our website
- Tiered banner at the game acknowledging contribution
- Invitation to the after-party (if wish to announce prize then)



No Cap.

Community Sponsor (Donation) - \$250+

Become a community sponsor and contribute to the vision while showing your company's dedication and commitment to the local community. Join in us creating lasting change and strengthening community bonds.

Benefits:

- Social media recognition (Facebook, Instagram, LinkedIn)
- Website recognition
- Tiered banner at the game acknowledging contribution
- Will receive a tax receipt for donated amount

OTHER SPONSORSHIP TIERS

5 Available

Fan Zone Sponsor - \$250

Sponsor a section of the stands and take center stage in electrifying the atmosphere. Engage and fire up the crowd while distributing your company's swag, gift cards, and more, creating a memorable fan experience and making your brand an integral part of the excitement. ****sponsor responsible for intrinsic materials distributed**

Benefits:

- Announcement on Livestream broadcast and during the game
- Giveaway honours
- Complimentary game tickets for company representatives
- Social media feature (Facebook, Instagram, LinkedIn)
- Logo displayed on our website
- Tiered banner at the game acknowledging contribution
- Potential for fan interaction zones



Team MVP Sponsor - \$250

Sponsor the prestigious Team MVP's awards, which will be awarded to one outstanding player from each team. Your company's sponsorship will have a profound impact on the event's legacy while celebrating excellence and team spirit. Together, we will work with your company to determine an award that aligns with your objectives (. "The Pucks for Purpose Team MVP is proudly presented by COMPANY NAME and is awarded to...". Will have the option to have the MVP announced at the end of the game or at the after party. ****award and trophy to be supplied by sponsor**

Benefits:

- Trophy/prize with company recognition given to the team MVP
- Company logo displayed at our event as the sponsor of the team MVP
- Announcement on Livestream broadcast and following the game
- Complimentary game tickets to the game for company representatives
- Social media feature (Facebook, Instagram, LinkedIn)
- Logo displayed on our website
- Tiered banner at the game acknowledging contribution
- Invitation to the after-party (if wish to announce prizes then)



Player Profile Sponsor

Sponsor the player profiles for both teams. This sponsorship tier reserves the right to have their company logo as the backdrop for the player profiles. These profiles will be displayed on our website and will be the profiles used for the individual fundraising efforts made by each player. ****sponsor responsible for backdrop and other materials**

Benefits:

- Promotion from background of every player's profile
- Will be showcased on our website
- Will be showcased as the profile portrait for each player's individual fundraising efforts
- Social media feature (Facebook, Instagram, LinkedIn) ****from introducing players, captains, etc.**
- Logo displayed on our website



CONTACT

On behalf of the entire Pucks for Purpose Executive Team, we express our sincere gratitude for your interest in our mission and extend a warm invitation for you to play a pivotal role in this year's success. We eagerly anticipate the opportunity to explore how we can create a mutually beneficial partnership that not only enhances the value to your organization but also maximizes our contribution to the Canadian Cancer Society and Motionball for Special Olympics.

Should you have any additional inquiries or require further information, please feel free to contact the head of the sponsorship team or the vice chair using the contact information below. Your involvement and support will make a significant impact, and we are excited about the potential for a meaningful partnership.



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