Cure Cancer CLASSIC

COMMERCE CLASSIC TOURNAMENT

SPONSORSHIP PACKAGE

01.22-23, 2027

WHO ARE WE?

The Cure Cancer Classic (CCC) is the largest independent hockey fight cancer fundraiser in North America. Founded in 2005 by a Queen's Commerce student whose father was battling stage four lung cancer, CCC has grown from a single event into a full season of high-impact fundraising initiatives that unite students, alumni, sponsors, and the broader Canadian community.

In 2026, our Comm-Eng Rivalry Game alone raised over $350,000 - up from just $9,000 nine years ago. Across all events last season, CCC raised over $720,000, bringing our lifetime total to more than $3,200,000 donated to the Canadian Cancer Society.

★ Largest independent hockey fight cancer fundraiser in North America
★ $3,200,000+ raised for the Canadian Cancer Society since inception
★ 5,000+ fans at a sold-out Comm-Eng Rivalry Game at Leon's Centre
★ 36-person executive team of Queen's Commerce & Engineering students
★ 6 major events spanning golf, hockey, and community engagement throughout the year

The Commerce Classic is our intercollegiate tournament, hosting 12+ business schools across Canada (Ivey, Rotman, Desautels, Lazaridis, and more).

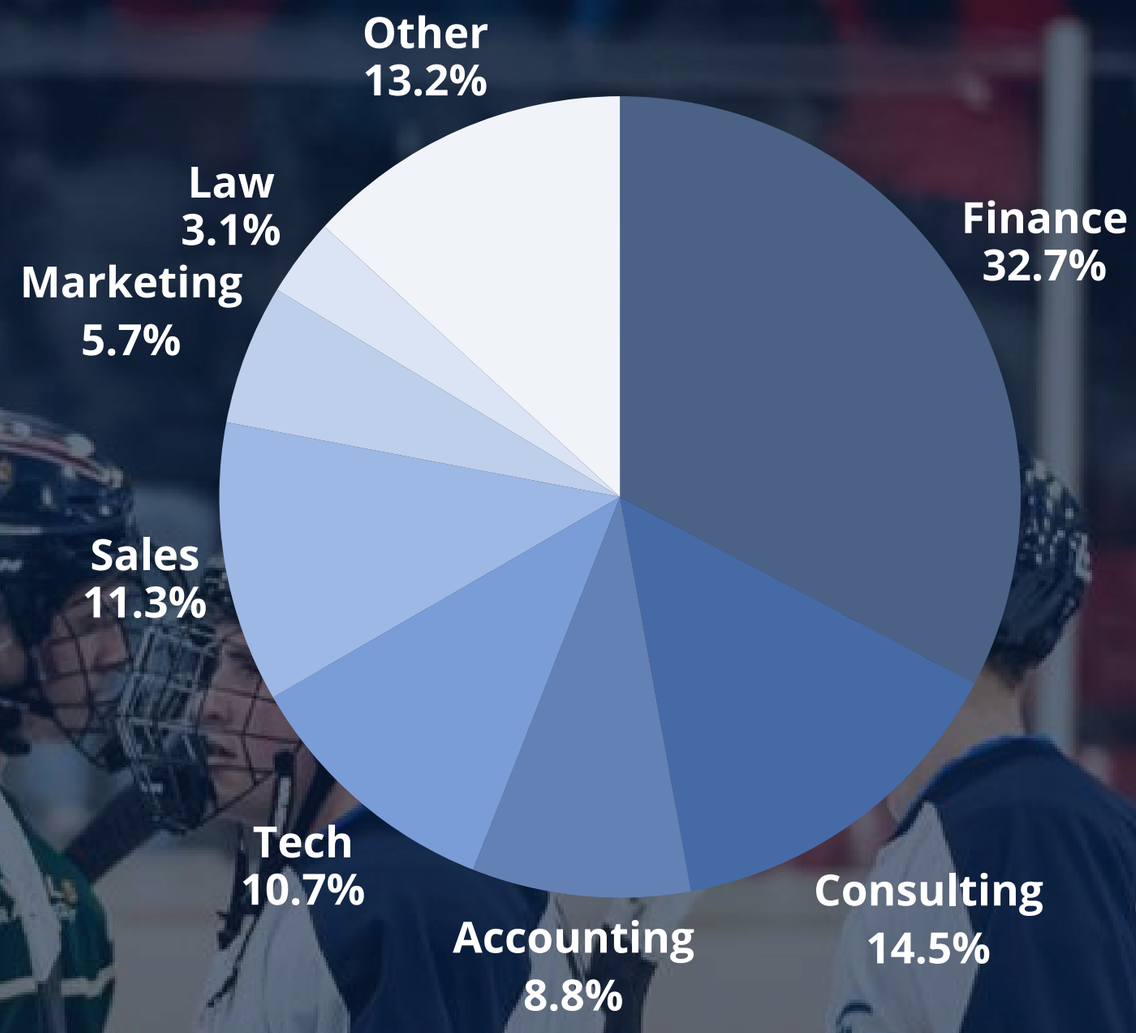


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RECRUITING ENGAGEMENT

The CCC Commerce Classic Tournament hosts over 200 business students from 12+ business schools, including Western Ivey, UofT Rotman, McGill Desautels, and beyond. By partnering with the CCC, your firm will gain awareness among future professionals, engage in valuable networking at events and media recognition, gaining 100,000+ impressions across several digital touchpoints.

ALUMNI JOB STREAMS



SOURCED FROM DATABASE OF 200+ ALUMNI OVER 20 YEARS

PLAYER & EXECUTIVE ALUMNI

Goldman Sachs
McKinsey & Company
ONTARIO TEACHERS' PENSION PLAN
PEPSICO
TD
citi
NBC
RBC
Brookfield
BlackRock
BCG
Nasdaq
BAIN & COMPANY
CIBC
Harvard Business School
EY
accenture

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SPONSORSHIP TIERS

TITLE SPONSOR - $7,500

Our highest level of event sponsorship, offering maximum brand exposure throughout the entire hockey tournament. As a Title Sponsor, your firm will maximize its visibility and direct networking opportunities among CCC's audience, receiving benefits such as:

- Optionality for on-site brand presence via an activation booth + direct engagement with all attendees
- 4 tickets to the Commerce vs. Engineering game in March
- Event naming rights (e.g., [Company Name] Commerce Classic Tournament) across all marketing, media, and communications, and top logo placement across all materials
- Access to the Cure Cancer Classic resume book

CORPORATE TEAM SPONSOR - $6,000

As a Corporate Team Sponsor, your company can enter a hockey team to participate in our charity tournament, combining team bonding with meaningful networking. Throughout the weekend, your team will connect with students from leading Canadian business schools. Additional benefits include:

- Optionality for on-site brand presence via an activation booth + direct engagement with all attendees, and a table at our final banquet
- 4 tickets to the Commerce vs. Engineering game in March
- Maximum promotion throughout the weekend on CCC's physical and digital touchpoints
- Access to the Cure Cancer Classic resume book

** *additional costs (e.g., transportation, stay, etc.) not included*

BANQUET SPONSOR - $3,500

As the Banquet Sponsor, your firm will be headlining the conclusion of the weekend, promoted as the leader of the final celebration. Benefits at this level include:

- Optionality for on-site brand presence at the final banquet with speaking opportunities + direct engagement with all attendees
- 2 tickets to the Commerce vs. Engineering game in March
- Event naming rights (e.g., [Company Name] Commerce Classic Banquet) across all marketing, media, and communications, and top logo placement across all materials
- Access to the Cure Cancer Classic resume book

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SPONSORSHIP TIERS

LUNCH SPONSOR - $2,000

As a Lunch Sponsor, your firm will be powering the players through their meals across the weekend, while also forming strong relationships with students via on-site engagement. Additional benefits of joining as a Lunch Sponsor include:

- Optionality for on-site brand presence at banquet for direct engagement with all attendees
- 1 ticket to the Commerce vs. Engineering game in March
- Name and logo on related tournament promotional & marketing material
- Access to the Cure Cancer Classic resume book

BRACKET SPONSOR - $2,000

As a Bracket Sponsor, your firm will be the headline of the schedule across the weekend among 16 different teams. Your brand will promote the friendly competition and be the focal point of the tournament. Additional benefits include:

- Optionality to attend banquet for direct engagement with all attendees, and to announce the winning team of the weekend
- Name and logo on related tournament promotional & marketing material
- Access to the Cure Cancer Classic resume book

TEAM SPONSOR - $1,500

As a Team Sponsor, your firm will have the option to support any of our business school teams (e.g., Queen's, Western, Laurier, UofT, Guelph, Brock), and have branding on all players across the weekend, building memorable relationships with the students. Additional benefits include:

- Optionality for on-site brand presence at banquet for direct engagement with all attendees
- 1 ticket to the Commerce vs. Engineering game in March
- Name and logo on related tournament promotional & marketing material
- Access to the Cure Cancer Classic resume book

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SPONSORSHIP TIERS

RINK SPONSOR - $1,000

As a Rink Sponsor, your firm will receive exclusive naming rights to one of four rinks, with ample promotional signage throughout the arena and the "COMPANY NAME" rink.

- Rink naming rights (e.g., [Company Name] Rink) across all marketing, media, and communications, and top logo placement across all materials
- Name and logo on related tournament promotional & marketing material
- PA announcement recognizing [Company Name] as Rink Sponsor
- Access to the Cure Cancer Classic resume book

CHAMPIONSHIP GAME SPONSOR - $750

Sponsor the Men's & Women's Championship Games on Saturday, January 23rd, hosted at the INVISTA Centre and live-streamed to fans. Includes signage and PA recognition after every goal, ensuring strong exposure during the tournament's most anticipated matchups.

- Logos across all marketing materials throughout the weekend, and surrounding the competition area
- Optionality to provide a prize for winners of the event
- Emails of all participants
- Access to the Cure Cancer Classic resume book

GENERAL SPONSOR - $350

By joining us as a General Sponsor, your firm will benefit from valuable exposure and partnership opportunities with the Cure Cancer Classic at a more accessible pricing tier. Additional benefits include:

- Name and logo on related tournament promotional & marketing material
- Social media recognition (Instagram, LinkedIn, Facebook, TikTok, YouTube)
- Access to the Cure Cancer Classic resume book

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CONTACT INFORMATION

THANK YOU

On behalf of the entire Cure Cancer Classic Executive Team, we thank you for your interest in our mission and invite you to play a significant role in the success of this year. We look forward to discussing the implementation of a mutually beneficial partnership that would maximize the value to your organization, and help us maximize our donation to the Canadian Cancer Society.

If you have any further questions, please do not hesitate to reach out to our sponsorship team via the information below.



Ethan Basil
Sponsorship Director
E: ethan.basil@queensu.ca
T: (647) 784-1744



Grace Breen
Sponsorship Director
E: grace.breen@queensu.ca
T: (647) 641-0877

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