

*Cure Cancer* CLASSIC

PARTNERSHIP PACKAGE

*Commerce Classic  
Tournament*

JANUARY 20TH & 21ST, 2023





# WHY SPONSOR?

Cure Cancer Classic seeks to create mutually beneficial partnerships with our sponsors. The generous contributions of our partners enable us to achieve the highest possible donation to the Canadian Cancer Society (CCS) and enhance the fan and player experience, which are at the heart of our fundraising initiatives.

In turn, our partners receive high visibility throughout the Queen's University campus and unmeasurable exposure to the greater Kingston community. As the largest student-run event organization, Cure Cancer Classic offers direct interaction with Queen's students from all faculties, other Canadian business schools, and our alumni, who remain involved in the year's most anticipated events! Additionally, partnerships offer a unique networking opportunity with talented students and student-athletes at our various events and closing banquets.

The Cure Cancer Classic has been extending its brand reach to a broader audience over the years and has garnered considerable recognition in the media, receiving features on reputable internal and external media platforms, such as NHL Hockey Digest and local news outlets. Beyond favourable public exposure, a partnership with the Cure Cancer Classic offers an immense opportunity to make a meaningful difference. Our annual donation is matched by the Canadian Cancer Trials Group so that every dollar contributed is doubled. The Canadian Cancer Trials Group (CCTG) is a cooperative oncology group that designs and administers clinical trials in cancer therapy, supportive care and prevention interventions across Canada. You can learn more about CCTG [here](#).

As 2 in 5 Canadians are expected to be diagnosed with cancer in their lifetime, the Cure Cancer Classic invites you to join us in playing the game we love for the people we love.

[WWW.CURECANCERCLASSIC.COM](http://WWW.CURECANCERCLASSIC.COM)



[EXECUTIVE@CURECANCERCLASSIC.COM](mailto:EXECUTIVE@CURECANCERCLASSIC.COM)





# PARTNERSHIP PACKAGES

# MONETARY SPONSORSHIP

## COMMERCE CLASSIC TOURNAMENT



### *Title Sponsor Package*

#### *Title Sponsorship - \$10,000*

At the highest sponsorship level, the title sponsor will receive the utmost visibility and value throughout the tournament weekend. The title sponsor will headline the tournament: "The Commerce Classic Presented by COMPANY NAME" and be incorporated into all event components and on all promotional platforms. As a title sponsor, our team will work side-by-side with your company throughout to ensure that any specific sponsorship and promotional goals envisioned are fulfilled and that we provide heightened satisfaction.

#### *Additional "Title Sponsor" Benefits*

Name and Logo on ALL Tournament Promotional/Marketing Material  
Ample Signage With Company Logo Displayed Throughout the Arena  
Multiple Social Media Features (Instagram, LinkedIn, Facebook)  
Acknowledgment in CCC's External Media Features  
Present the Final Donation Total Cheque at the Banquet  
Opportunity to Have a Company Booth in the Tournament Lobby  
Company Advertisement in Player-kit Package  
Cure Cancer Classic Merchandise  
4x Tickets to the COMM-ENG Rivalry Game  
Invitation to Send Representatives to the Commerce Classic Banquet  
Access to the Commerce Classic Player Resume + Profile Book



# MONETARY SPONSORSHIP

## COMMERCE CLASSIC TOURNAMENT



### *Gold Packages*

#### *Banquet Sponsor - \$3,000*

The "Banquet Sponsor" will title the banquet dinner and ceremony, which will host 250+ students from various undergraduate business schools and conclude our tournament. As the Banquet Sponsor, your company will receive heightened promotion and visibility throughout the venue and recognition during the award ceremony. Further, we invite our Banquet Sponsor to send representatives to network with attendees and make a speech, presenting an excellent opportunity to develop meaningful relationships and recruit prospective candidates for future internship/full-time roles.

#### *Merchandise Sponsor - \$2,500 (Est)*

Integrate your company logo on a customized "CCC Commerce Classic" merchandise item (e.g., Toque/Reusable Hockey Bottle/T-shirt.) The selected item will be distributed to all event players, providing an opportunity to sustainably increase awareness and perception through a practical merchandise good.

#### *Additional "Gold Sponsor" Benefits*

Name and Logo on Related Tournament Promotional & Marketing Material  
Social Media Features and Recognition (Instagram, LinkedIn, Facebook)  
Acknowledgment in our External Media Features (Journals, Local News Outlets)  
2x Tickets to the COMM-ENG Rivalry Game  
Logo Included on "Gold" Sponsorship Board  
Invitation to Send Company Representatives to the Commerce Classic Banquet  
Access to the Commerce Classic Player Resume + Profile Book

# MONETARY SPONSORSHIP

## COMMERCE CLASSIC TOURNAMENT



### *Silver Packages*

#### *Team Sponsor - \$1,500*

Become the official sponsor of an undergraduate business school team playing in the Commerce Classic. The Team Sponsor will have their company logo on their selected Team uniform and have promotional signage in the player locker rooms and behind the bench. Your Company will have the option to meet and interact with the sponsored team players before the Tournament, a valuable networking and relationship-building opportunity. Players participating will represent the following Business schools in both the Men's and Women's divisions: Smith (Queen's), Ivey (Western), Rotman (UofT), Telfer (uOttawa), Lang (Guelph), Goodman (Brock).

#### *Rink Sponsor - \$1,000*

Rink Sponsors will receive immense promotional benefits through exclusive naming rights to one of four arena rinks with ample signage. This partnership enables increased visibility and awareness for the players and fans attending each game. A public address announcement recognizing the sponsor and winning team after each game is also included.

#### *Additional "Silver Sponsor" Benefits*

Name and Logo on Related Tournament Promotional & Marketing Material  
Social Media Feature and Recognition (Instagram, LinkedIn, Facebook, Tik-Tok)  
Logo Included on "Silver" Sponsorship Board  
Invitation to Send Representatives to the Commerce Classic Banquet  
Access to the Commerce Classic Player Resume + Profile Book

# MONETARY SPONSORSHIP

## COMMERCE CLASSIC TOURNAMENT



### *Bronze Packages*

#### *COMM-IVEY Exhibition Game Sponsor - \$750*

The COMM-IVEY Game will take place on Friday, January 20th, exemplifying the friendly rivalry between the two prestigious undergraduate business school programs. The game will unite our respective communities, being live-streamed to the public and hosting up to 200 passionate fans in a stimulating atmosphere. The COMM-Ivey Sponsor will receive amplified brand visibility through displayed signage and a PA system announcement after every goal is scored and before the game to further boost our recognition.

#### *Championship Game Sponsor - \$750*

Both Men and Women's championship games will take place on Saturday, January 21st, to determine the winner of the Commerce Classic Tournament. The finals games will be live-streamed and host up to 200 passionate fans at the INVISTA Center. The Championship Game Sponsor will receive heightened brand visibility through displayed signage, and a PA system announcement after every goal is scored to further boost promotional benefits.

#### *General Sponsor- \$250 - \$500*

Opportunity to support our organization and cause at the 2022 Commerce Classic at a lower-pricing tier alternative.

#### *Additional "Bronze Sponsor" Benefits*

Name and Logo on Related Tournament Promotional & Marketing Material  
Social Media Feature (Instagram, LinkedIn, Facebook)  
Logo Included on "Bronze" Sponsorship Board



# IN-KIND SPONSORSHIP

## COMMERCE CLASSIC TOURNAMENT



*Seeking in-kind donations to be used as prizes for the headline/most prestigious tournament awards presented at the banquet.*

### *Individual Prizes*

- ❖ **Highest Fundraiser** - Awarded to the Top 3 Highest Fundraising Individuals
- ❖ **Most Valuable Offensive Player** From the Male and Female Division
- ❖ **Best Defensive Player** From the Male and Female Division
- ❖ **Best Performing Goalie** From the Male and Female Division
- ❖ **Sportsmanship Award** - Awarded for Exhibiting Top Qualities of Sportsmanship From the Male and Female Divisions
- ❖ **Finals Most Valuable Player** – Awarded to the Best Performing Player in the Championship Game
- ❖ **Skills Competition Winner** – Awarded to the Winner of Each Skills Competition (Fastest Skater, Hardest Shot, Most Accurate Shot, Save Streak)
- ❖ **Player of the Game** – Awarded to the Best Performing Player in a Particular Game

### *Team Prize*

- ❖ **Highest Fundraising Team** - Awarded to the Team with the Highest Fundraising Total From The Male and Female Divisions
- ❖ **Championship Team** - Awarded to the Team that Wins the Championship Game of the Male and Female division Round Robin Tournament

### *In-Kind Sponsorship Promotional Benefits*

- ❖ Name and Logo on Related Tournament Promotional & Marketing Material
- ❖ Social Media Feature and Recognition (Instagram, LinkedIn, Facebook)
- ❖ Logo Included on Sponsorship “Thank You” Board
- ❖ Invitation to Send Company Representatives to the Queen’s Classic Tournament Banquet





# CONTACT

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, as well as maximize our donation to the Canadian Cancer Society.

Do you have an idea that better suits your brand? Let us know! We are very adaptable and open to exploring options that will optimize your company's growth while contributing to our cause.



## ***Troy Boydell***

Sponsorship Director

E: [troy.boydell@queensu.ca](mailto:troy.boydell@queensu.ca)

T: (416) 262-3683



## ***Justin Tanenbaum***

Sponsorship Director

E: [justin.tanenbaum@queensu.ca](mailto:justin.tanenbaum@queensu.ca)

T: (416) 456-2217

# PAST SPONSORS

