

COMM-ENG Sponsorship Package



Cure Cancer
CLASSIC

Comm vs. Eng

RIVALRY GAME
2024

Cure Cancer CLASSIC

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WHY BECOME A SPONSOR?



Cure Cancer Classic strives to establish mutually beneficial partnerships with our sponsors. The generous contributions from our partners play a pivotal role in enabling us to make the highest possible donation to the Canadian Cancer Society (CCS) and elevating the overall fan and player experience, which are central to our fundraising initiatives.

In return, our partners enjoy extensive visibility across the Queen's University campus and exposure to the broader Kingston community that is immeasurable. Being the largest student-run event organization, Cure Cancer Classic provides a direct connection with Queen's students from diverse faculties, other Canadian business schools, and engaged alumni who actively participate in the year's most anticipated events. Moreover, partnerships present a unique networking opportunity, allowing direct engagement with talented students and student-athletes during our various events and closing banquets.

Over the years, Cure Cancer Classic has expanded its brand reach to a wider audience, earning significant recognition in the media. Our events have been featured on reputable internal and external platforms, including NHL Hockey Digest and local news outlets. Additionally, partnering with Cure Cancer Classic offers a substantial opportunity to make a meaningful impact. **Our annual donation is matched by the Canadian Cancer Trials Group (CCTG), ensuring that every dollar contributed is doubled.** CCTG, a cooperative oncology group, designs and administers clinical trials in cancer therapy, supportive care, and prevention interventions across Canada.

Cure Cancer Classic invites you to join us in playing the game we love for the people we love.

MONETARY SPONSORSHIP

COMM-ENG RIVALRY GAME



Title Sponsor Package

Title Sponsorship - \$15,000

As the premier sponsor, the Title Sponsor will enjoy unprecedented visibility and value throughout the entire event. Your company will hold the headline position as the sponsor of "**The Commerce vs. Engineering Game Presented by COMPANY NAME,**" seamlessly integrated into all facets of the event, spanning various promotional platforms. Our dedicated teams will collaborate closely to guarantee the fulfillment of all sponsorship and promotional objectives, ensuring that your company attains the utmost satisfaction and recognition from the event

Additional Title Sponsorship Benefits

Name and Logo on ALL Tournament Promotional/Marketing Material
Ample Signage With Company Logo Displayed Throughout the Stadium
Multiple Social Media Features (Instagram, LinkedIn, Facebook)
Acknowledgment in CCC's External Media Features
Present the Final Donation Total Cheque at the game
Opportunity to Have a Company Booth at the Arena
4x Tickets to the COMM-ENG Rivalry Game

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Gold Packages

Merchandise Sponsorship - \$5,000

As a Merchandise Sponsor, your company will gain valuable brand exposure by having your logo prominently displayed on a customized "CCC COMM-ENG" merchandise item. Sold memorabilia may include a toque/hat or t-shirt and will be distributed both before and during the game. This partnership opportunity provides a sustainable way to increase brand awareness and perception through practical, high-quality merchandise that fans can keep as a tangible memory

Comm or Eng Team Sponsor - \$2,500

Elevate your brand's exposure and establish valuable connections by sponsoring either the Commerce or Engineering team. With your company logo prominently displayed on the team's jersey, your brand will be highly visible to the 5,000+ fans in attendance. This is a prime opportunity to align your brand with the excitement of the game and show your support for your chosen team

Additional Gold Sponsorship 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)

4x Tickets to the COMM-ENG Rivalry Game
Logo Included on "Gold" Sponsorship Board
Access to the Player Resume + Profile Book

MONETARY SPONSORSHIP

COMM-ENG RIVALRY GAME



Silver Packages

Pre-Game Sponsor - \$2,000

We invite you to join us in enhancing the fan experience by sponsoring our pre-game events. These events will be held before the highly anticipated rivalry game, allowing fans to come together and show their support for their favourite team. As a sponsor, you will have the opportunity to connect your brand with a highly engaged and passionate audience. Your company will be prominently featured throughout your event, including signage, announcements, and social media promotion

Period Sponsor- \$1,500

As a period sponsor, your company will have the opportunity to showcase its brand to a captive audience of 5,000 fans. Your logo will be prominently displayed on the digital jumbotron throughout the chosen period of the game and be featured in a broadcasted announcement before and after the period, providing high visibility and an impactful way to build and demonstrate awareness. This is an excellent opportunity to align your company with a popular, well-attended event and gain valuable brand exposure

Additional Silver Sponsorship 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)
4x Tickets to the COMM-ENG Rivalry Game
Logo Included on "Silver" Sponsorship Board
Banquet Access to the Player Resume + Profile Book

MONETARY SPONSORSHIP

COMM-ENG RIVALRY GAME



Bronze Packages

Goal Sponsor- \$1,000

As a Goal Sponsor, your company's name will be announced every time a goal is scored by either team during the game, both on the PA system at the arena, as well as on the Cogeco TV broadcast and CFRC-FM Radio broadcast. This opportunity will allow your company to be associated with the excitement of each goal and the thrill of the game, making a lasting impression on fans. **"Commerce goal, brought to you by COMPANY NAME, scored by..."** (Engineering and Commerce specific)"

Powerplay Sponsor - \$800

Sponsoring the powerplay, your company will be featured in announcements on the PA system, TV broadcast, and radio broadcast, prominently featured with the phrase **"Commerce powerplay, brought to you by [COMPANY NAME]"** every time a team takes the ice for a powerplay. Furthermore, this sponsorship will give your company valuable brand exposure and awareness. A prime opportunity to be at the center of the action

Additional Bronze Sponsorship Benefits

Name and Logo on Related Tournament Promotional & Marketing Material
Social Media Feature (Instagram, LinkedIn, Facebook)
Logo Included on "Bronze" Sponsorship Board
2x Tickets to the COMM-ENG Rivalry Game

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Fan Experience Sponsorship

Fan Experience Item- \$3,000

As a sponsor of a fan experience item (noisemakers or rally towels), your company will have a unique opportunity to enhance the fan experience at the game. Your company's logo will be prominently displayed on the noisemakers or rally towels, giving you maximum exposure to a captive audience. As fans enter the rink, they will be given the item featuring your logo, which they can use to cheer on the team and show their support.

Fan Game Sponsor - \$750

Sponsor one of the engaging and entertaining games or activities during timeouts and whistles! Your company name will be prominently featured as the presenter of the activity and streamed on the jumbotron, ensuring maximum visibility for your brand. The following activities include Dance Cam, Fan Trivia Quiz, Name that Player!, Chug a Lug

Additional Fan Experience Sponsorship Benefits

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

IN-KIND & GENERAL SPONSORSHIP

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Help us maximize our donation total by donating prizes for our fundraising efforts, including a ticket sale raffle and rewards for our top fundraisers!

“Merch Madness” Sponsor

Enhance your brand exposure and show your support for the team with a sponsorship of our in-kind merchandise giveaway. During three designated merch madness moments throughout the game, our executive team will toss Your Company's merchandise into the stands to excite and engage fans. Your company's logo will be prominently displayed on each item, providing maximum visibility to the 5,000 fans in attendance

Additional Fan Experience Sponsorship Benefits

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

General Sponsorship - \$250-\$500

Opportunity to show your support for our organization and contribute to our cause by being a sponsor at the 2024 Commerce vs. Engineering game at a more affordable price point. By opting for the lower-pricing tier, you'll be able to join us in this exciting event while still making a meaningful impact on our mission

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, as well as 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.



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