



**ALBERTA**

# **SPRING SHOWCASE**

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Partnership Opportunities



# ABOUT HOCKEY ALBERTA

Hockey Alberta the governing body of sanctioned amateur hockey in the province of Alberta. Established in 1907, the organization strives to create positive opportunities and experiences for all players through innovative leadership and exceptional service. With over 66,900 players, 17,100 coaches and 5,900 officials across the province, Hockey Alberta delivers player development programs from introduction to elite, trains, educates and certifies coaches, officials and parents.



# SOCIAL MEDIA BY THE NUMBERS



**5.3 million+**

Facebook pageviews



**1.8 million+**

X annual impressions



**2.5 million+**

Instagram annual engagements



**68,000+** Total followers  
**85,000+** Newsletter subscribers  
**2 million+** Webpage views  
**2,100+** Streams

# SPRING SHOWCASE

Hockey Alberta welcomes over 400 athletes, 200 volunteers, 150 scouts and thousands of family and friends to the Red Deer area throughout the Spring Showcase. The Spring Showcase is a three-week long event, featuring three elite-level competitions: the Alberta Cup (for Under-15 Males), the Alberta Challenge (for Under-15 Females), the Prospects Cup (for Under-13 Males).

Each competition is five days and features the top athletes in each region, coached and staffed by some of the best in the province. The event serves as development to introduce athletes and staff to short-term competition.





## Alberta Cup April 24-28

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# THE SPRING SHOWCASE

The Alberta Cup aids in the identification and selection of potential players for Hockey Alberta's Team Alberta program. In addition to player development, the Alberta Cup features opportunities for administrators, referees, coaches, therapists, and equipment managers to be identified for potential positions at higher level events, such as the World U17 Hockey Challenge and Canada Winter Games.



## Alberta Challenge May 1-5

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The Alberta Challenge is a core Hockey Alberta female development program, providing players, coaches, therapists, equipment managers, administrators and referees an equal opportunity to discover the great qualities of competitive hockey.

The Alberta Challenge aids in preparation, evaluation and identification of potential players for Hockey Alberta's Team Alberta program and is a grassroots program. Through the camps, the players are able to measure themselves against other players of the same age and receive instruction from some of the best coaches in the province. For those selected to the regional teams, the Alberta Challenge is a taste of top competition.



## Prospects Cup May 8-12

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The Prospects Cup is the third tournament of the Spring Showcase and the first step of the Hockey Alberta Development program. It provides second-year U13 athletes, coaches, trainers, and administrators an opportunity to discover the qualities of competitive hockey in a well-organized regional camp and select team competition.

# SPONSORSHIP OPPORTUNITIES

Custom packages are available by contacting Tim Leer ([tleer@hockeyalberta.ca](mailto:tleer@hockeyalberta.ca) or 403-350-0012)

## First Line Sponsor - \$10,000:

- Title sponsor of Spring Showcase
- 30 Passes to Alberta Cup
- 1 Rinkboard
- 2 Floor decals (logo placement)
- 2 Pull-up banners (logo placement)
- Program cover (logo placement)
- Logo on all jerseys
- Full page ad in program
- Website (logo placement)
- Social media mention – prior to, during and post event
- Set-up booth/display on-site



## Second Line Sponsor - \$5,000:

### Game Day Sponsor:

- Presenting Game Day partner
- 20 Passes
- Recognized on signage (including logo placement on rinkboard, floor decals and pull-up banners)
- Full page ad in program
- Logo on website
- Social media recognition
- Streaming recognition
- 1 PSA per day
- Set-up booth/display on-site

### Volunteer Room:

- Presenting partner of the volunteer room
- 20 Passes
- Recognized on signage (including logo placement on rinkboard, floor decals and pull-up banners)
- Full page ad in program
- Logo on website
- Social media recognition
- Streaming recognition
- 1 PSA per day
- Set-up booth/display on-site

### School's Program:

- Presenting partner of the School's Program
- 20 Passes
- Recognized on signage (including logo placement on rinkboard, floor decals and pull-up banners)
- Full page ad in program
- Logo on website
- Social media recognition
- Streaming recognition
- 1 PSA per day
- Set-up booth/display on-site

# SPONSORSHIP OPPORTUNITIES

## Third Line Sponsor - \$2,500:

### Daily Feature Game:

- 10 passes to Alberta Cup
- Social media recognition for games that day
- Streaming recognition (logo placement)
- One in-game PSA
- Half page ad in program
- Logo placement on signage and website

## Fourth Line Sponsor - \$1,000:

- 5 passes to Alberta Cup
- Half page ad in programs
- Website (logo placement)

## Program Ad - \$500:

- 2 passes to Alberta Cup
- ¼ page ad in programs



# CONTACT INFORMATION

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