

# 2025 TOURNAMENT PACKAGE



IN SUPPORT OF



**BEN  
STELTER  
FOUNDATION**



**U-7**

**U-11**

**U-13**



# Ben's Cup



## WHAT IS Ben's Cup?

December 26 - 30, 2025

Ben's Cup is one of the biggest and most impactful youth hockey tournaments in Alberta, bringing together passion for the game with the power to make a difference. This year, we're hosting 56 teams, each with a fundraising component to support the Ben Stelter Foundation and kids battling cancer. The excitement builds toward the All Star Game, where the top 40 fundraisers earn their spot in a high-energy, unforgettable event that goes all out — lights, music, player intros, and more. 2024 was a wildly successful, and with the addition of a brand-new division featuring 24 teams, this year is going to be even better!

**Ben's Cup is more than a tournament — it's a movement!**

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**\$608,953 RAISED IN 2024**

# Tournament Information



**Dates:** December 26 – 30, 2025

**Location:** Ardrossan Recreation Complex, Ardrossan, AB

Ben's Cup is more than just a hockey tournament—it's an event that inspires kids to compete, give back, and be part of something bigger than themselves. Every shift on the ice supports the Ben Stelter Foundation's mission to bring Proton Therapy to Canada.

In 2024, the tournament raised over \$600,000 while giving players, families, and communities unforgettable memories. This year, we're building on that momentum with an even bigger and better event.

## Entry Fees:

**U-7 - \$750 Per Team**

**U-11 - \$1,250 Per Team**

We work hard to keep entry fees as low as possible, ensuring more of the focus stays on the kids, the community, and the cause.

## Divisions

- **U-7 (new for 2025!)** Hockey Alberta Sanction HA-25386193
- **U-11 – AA, Tier 1, Tier 2** Hockey Alberta Sanction HA-25386192
- **U-13 – AA, Tier 1, Tier 2** Hockey Alberta Sanction HA-25386191

Each team is guaranteed 4 games, and all games will be Hockey Alberta sanctioned.

## Fundraising Requirements

Every coach, player, and manager will be required to fundraise \$100 in support of the Ben Stelter Foundation.

- All donations are tax deductible, and official tax receipts will be issued.
- We provide fundraising tools and support, including flyers for door-to-door donations and bottle drives.

This initiative teaches kids the value of community, teamwork, and giving back—making Ben's Cup truly unique.

## All Star Games & Feature Events

- The Top 40 Fundraisers (U-11 & U-13) will be selected to play in the All Star Game, the marquee feature of Ben's Cup and "the talk of the town" in 2024.
- The Top 40 U-7 fundraisers will also play in their very own All Star Game.
- Expect special guests, prizes, and unforgettable experiences for participants and fans alike.

## Prizes & Recognition

- Fundraising prizes leading up to Ben's Cup
- The top 5 fundraisers will receive an autographed Edmonton Oilers Jerseys
- High-quality hardware including championship rings and medals
- Recognition for top fundraisers and standout performances

## Why Ben's Cup Is Different

Ben's Cup isn't just another tournament. It's a chance for young athletes to make an impact far beyond the rink, learning the importance of generosity and community leadership while experiencing elite competition.

Together, we are raising funds to bring Proton Therapy to Canada—a life-saving cancer treatment that will transform care for children and families across the country.

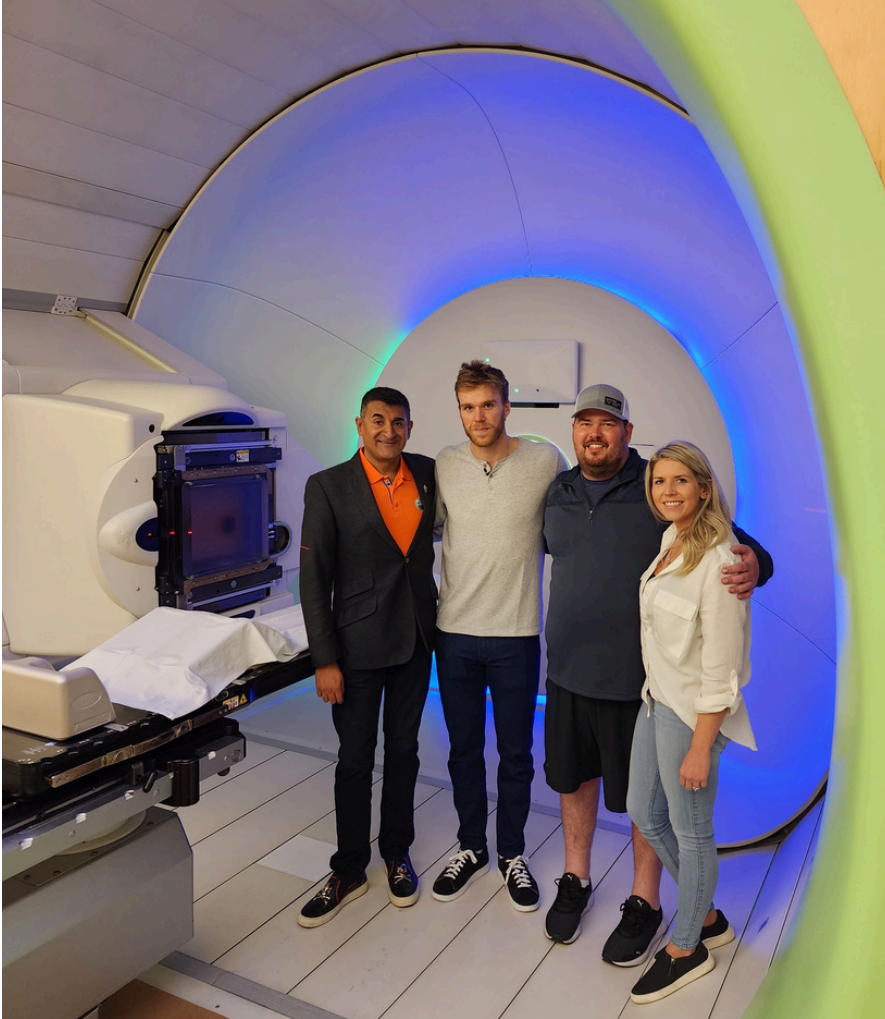
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# Fundraising



We are proud to share that this year's Ben's Cup will once again raise funds to bring Proton Therapy to Canada.

Proton Therapy is a cutting-edge cancer treatment currently not available in our country. Families facing childhood cancer are forced to travel to the United States to access it—bearing the financial burden of flights, accommodations, and time away from their support systems at home. The Ben Stelter Foundation has announced plans to change that by building Canada's first Proton Therapy Centre right here in Edmonton!

## 2024 Tournament Financials

● Total Raised - \$608,953    ● Tournament Costs only 4 1/2%

In 2024, with the generosity of supporters like you, Ben's Cup raised an incredible \$608,953. We are proud to note that we keep our costs as low as possible, with tournament expenses accounting for only 4 1/2% last year, ensuring that donations directly fuel this critical project. With your partnership as a sponsor, you will not only help us continue this momentum, but also bring hope, relief, and life-changing care to children and families across Canada.

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# Tournament Fun!



## Tournament Fun:

Ben's Cup is all about making a difference—and we believe every player deserves to be celebrated for their fundraising efforts. That's why we're committed to throwing the tournament of the year! Beyond the competition on the ice, players and families can look forward to tons of free activities, including arcade-style basketball, accuracy shooting, a live DJ, and much more. We'll also be hosting a huge silent auction and raffle filled with one-of-a-kind prizes you won't find anywhere else. It's our way of rewarding the kids for their hard work, while creating an unforgettable experience filled with fun, excitement, and community spirit.



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# ALL STAR GAME



**THE TOP 40 FUNDRAISERS (36  
PLAYERS 4 GOALIES) WILL HAVE THE  
OPPORTUNITY TO PLAY IN THE  
FEATURE ALL-STAR GAME.  
THIS YEAR WILL HAVE 2 ALL-STAR  
GAMES! (U-11/U-13 AND U-7)**

**JUNIOR  
ALL STARS  
NEW FOR  
2025!**



## **EACH ALL-STAR WILL RECEIVE THE FOLLOWING:**

- EXCLUSIVE CUSTOM ALL STAR JERSEY
- CUSTOM HIGH QUALITY ALL STAR RING!
- CUSTOM COVETED ALL STAR HOODIE
- BEN'S CUP ALL STAR FAN CHAIN
- FULL VIP EXPERIENCE AT THE ALL STAR GAME
- FORMAL ON-ICE INTRODUCTIONS JUST LIKE THE PRO'S
- MORE SURPRISES TO BE ANNOUNCED!

**THERE WILL BE ONE ALL STAR GAME FOR U-11/U-13 AND A SEPARATE ALL STAR GAME FOR U7 GROUP**



# What others are saying



## This is what our 2024 Sponsors and Participants had to say:

**Loved this tournament. It was an honour being able to participate.**

**Ben's Cup was the most organized tournament we have been a part of over the years.**

"Northern Alberta Boston Pizza is extremely proud to sponsor Ben's Cup in support of the Ben Stelter Foundation. This incredible hockey tournament not only celebrates passion, teamwork and community spirit, but also raises much needed funds to help kids battling cancer- creating lasting impact far beyond the rink."

*- Northern Alberta Boston Pizza*

**"I was at Ben's Cup and I just wanted to say that was the best tournament I have ever played in!"**

"Being part of the Ben's Cup in support of the Ben Stelter Foundation was an absolute honor for all of us at Popeyes. Ben's legacy continues to inspire our community and seeing everyone come together for such a great cause was truly special. We look forward to taking part again in 2025!"

*- Synergy Franchising*

**"I just wanted to say what a great tournament this was to be a part of. Not only fun, but an amazing fundraiser"**

"Being part of Ben's Cup was a true honour and all of us at Legend Rings were humbled to create their rings. These rings are more than metal and jewels that form them - they carry Ben's spirit, reflect the strength of our community, and symbolize the impact we can create when we come together for a cause greater than ourselves."

*- Legend Rings*

**"The spirit of the venue, fantastic tournament organization and overall generosity of everyone involved made for an unbelievable weekend. Our kids got to know why we played."**

# Fundraising Prizes



## Fundraising Prizes:

At Ben's Cup, we want to celebrate and reward the incredible effort our young fundraisers put in. While we know fundraising isn't about the prizes, we believe it's important to recognize hard work and show that giving back can also be fun and rewarding. In 2024, the top fundraisers were thrilled to receive signed jerseys from Connor McDavid, Leon Draisaitl, Zach Hyman, Ryan Nugent-Hopkins, Evander Kane, and Stuart Skinner. This year, we'll once again be offering exciting prizes as a way to thank and inspire the kids who go above and beyond in their fundraising efforts.



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# Sponsorship



**The Impact of your Sponsorship:** Ben loved to help other kids. Now we're asking you to help us put on the tournament-of-the-year while make a huge difference in the lives of children battling cancer. Our Sponsorship Opportunities will give your business great exposure, recognition and a warm heart, knowing that you're making a difference in the life of a child.

## Top Shelf Supporter (1 Available) \$25,000

- Logo prominently displayed throughout the event
- Logo on All Star Game Pucks
- Social media recognition and website /logo displayed
- Company branded photo backdrop for players at the event
- Opportunity to give away prizes, a recognition during awards All Star Game
- Opportunity for Booth set up at the facility
- Logo on welcome banner sponsor board and/or event brochures
- Logo and curling rink recognition at "Bens Tournament of Hearts" Bonspiel
- Complimentary team (4) at "Bens Tournament of Hearts" Bonspiel
- Keepsake branded hockey puck
- First Right of Refusal for future Years
- 2 Posters for your place of business, advertising your support for Ben's Cup
- Framed Ben's Cup Jersey with photo and plaque displaying your company logo to show your support to the community.



## Hat Trick Supporter (2 Available) \$10,000

- ACTV information monitors throughout facilities with company logo
- Complimentary team (4) at "Ben's Tournament of Hearts" Bonspiel
- Sponsor Spotlight Recognition through social media
- Recognition on Ben's Cup social media pages as well as The Ben's Cup Website
- Keepsake branded hockey puck and 2 Posters for your place of business, advertising your support for Ben's Cup and BSF
- Framed Ben's Cup Jersey with photo and plaque displaying your company logo to show your support to the Community.

## Clapper Supporter (3 Available) \$7,500

- Logo on welcome banner
- Logo recognition at the "Ben's Tournament of Hearts" Funspiel
- Sponsor Spotlight Recognition through social media
- Keepsake branded hockey puck and 2 Posters for your place of business, advertising your support for Ben's Cup and BSF
- Framed Ben's Cup Jersey with photo and plaque displaying your company logo to show your support to the Community.

## Championship Rings and Medal Sponsor (1 Available) \$7,500

- Recognition at Ring / Medal Ceremony
- Logo on welcome banner and/or event brochures
- Name Logo on Website (logo)
- Sponsor Spotlight Recognition through social media
- Keepsake branded hockey puck and 2 Posters for your place of business, advertising your support for Ben's Cup and BSF
- Complimentary pair of (2) entry for "Ben's Tournament of Hearts" Bonspiel

## All Star Jersey Sponsor (1 Available) \$7,500

- Logo on welcome banner and/or event brochures
- Name Logo on Website (logo)
- Sponsor Spotlight Recognition through social media
- Keepsake branded hockey puck and 2 Posters for your place of business, advertising your support for Ben's Cup and BSF
- Your Logo on the Ben's cup coveted All-Star hoodies and Jerseys.
- Complimentary pair of (2) entry for "Ben's Tournament of Hearts" Bonspiel

## All Star Ring Sponsor (1 Available) \$5,000

- Brand/logo on ring Box
- Recognition at Ring Ceremony
- Sponsor Spotlight Recognition through social media
- Keepsake branded hockey puck and 2 Posters for your place of business, advertising your support for Ben's Cup and BSF

Continued.....

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**Business Receipts will be issued for  
all monetary sponsorships**

# Sponsorship



...Continued

## Puck Sponsor (1 Available) \$3,500

- Brand/logo on branded hockey puck keepsake
- Name Logo on Website (logo)
- Sponsor Spotlight Recognition through social media
- Keepsake branded hockey puck and 2 Posters for your place of business, advertising your support for Ben's Cup and BSF

## Helmet Sponsor (2 Available) \$3,500

- Brand/logo recognition on all helmets for all players entire weekend
- Logo on Website • Sponsor Recognition through social media
- Keepsake branded hockey puck and 2 Posters for your place of business, advertising your support for Ben's Cup and BSF

## Skate Mat Sponsor (2 Available) \$3,000

- Brand/logo on Custom Ben's Cup Skate Mat
- Each player will receive a Skate Mat with you logo!
- Sponsor Recognition through social media
- Keepsake branded hockey puck and 2 Posters for your place of business, advertising your support for Ben's Cup and BSF

## Silky Mitts Supporter (2 Available) \$2,500

- Name Logo on Website (logo)
- Sponsor Spotlight Recognition through social media
- Keepsake branded hockey puck and 2 Posters for your place of business, advertising your support for Ben's Cup and BSF

## Pancake Breakfast Sponsor (1 Available) \$2,000

- Logo on Website
- Brand / Logo Recognition at Breakfast
- Sponsor Recognition through social media
- Keepsake branded hockey puck and 2 Posters for your place of business, advertising your support for Ben's Cup and BSF

## Player of the Game Sponsor (SOLD OUT)

- Name / Logo on player of the game item provided by sponsor
- Logo on Website • Sponsor Recognition through social media
- Keepsake branded hockey puck and 2 Posters for your place of business, advertising your support for Ben's Cup and BSF

## Chicklets Supporter \$1,000

- Logo on Website
- Sponsor Recognition through social media
- Keepsake branded hockey puck and 2 Posters for your place of business, advertising your support for Ben's Cup and BSF

## Gift in Kind / Services \$1,000

- If you have a gift in kind or service that you could offer Ben's Cup, please speak with one of our representatives.
- Sponsor Recognition through social media
- Keepsake branded hockey puck and 2 Posters for your place of business, advertising your support for Ben's Cup and BSF

## Silent Auction / Raffle Supporter \$250 - \$1,000

- We are also looking for gift in kind donations for our silent auction and raffle! We are looking for items that kids or families would love and be excited to see! Items can include, but are not limited to: Hockey Tickets, Hockey Sticks, Family outings, Sports Memorabilia, Outdoor Packages, Spa / Self Care, Date Nights etc.
- You will receive recognition at the Silent Auction and on Social Media

Mike Stelter | 780-264-2655 | [info@benscup.com](mailto:info@benscup.com)

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# Thank you 2024 Sponsors!



\$10,000+



\$5,000+



V O L V O

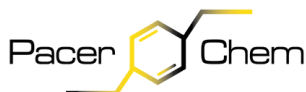
VOLVO CARS EDMONTON



CONSTRUCTION



\$2,500+



CURBINATOR



\$1,000+

