2026 SPONSORSHIP PACKAGE

BEN'S CUP

FIGHT LIKE Beh



IN SUPPORT OF

BEN STELTER FOUNDATION

SCAN TO REGISTER

WHAT IS BEN'S CUP?



Ben's Cup has quickly become one of Alberta's most powerful youth hockey traditions — a tournament where community, competition, and compassion collide to create something unforgettable. What began as a grassroots effort to honour Ben Stelter's legacy has grown into a province wide movement that inspires kids to step up for other kids.

This year, 56 teams will hit the ice, each taking on a fundraising challenge that teaches young players the impact of giving back. From U 7 to U 13, hundreds of athletes across Edmonton and surrounding communities rally together, proving that even the smallest skaters can make the biggest difference.

The energy builds toward the All Star Game, where the top 40 fundraisers earn their moment under the lights — complete with music, player introductions, and the electric atmosphere that has become a signature of Ben's Cup. Families pack the stands, teammates cheer each other on, and the rink transforms into a celebration of heart, effort, and community spirit.

2025 was extraordinary. Together, players, families, and supporters raised $1,032,261, fueling the mission to bring Proton Therapy to Canada — a life changing cancer treatment currently unavailable in our country.

And this year? With the momentum building and the community rallying stronger than ever, Ben's Cup is poised to soar — bigger crowds, bigger fundraising goals, and even bigger moments that players will remember for a lifetime.

BEN'S CUP IS MORE THAN A TOURNAMENT — IT'S A MOVEMENT.

A movement built on community. A movement powered by kids.
A movement changing the future of childhood cancer care in Canada.



THE IMPACT OF YOUR SPONSORSHIP:

Ben loved tohelp other kids. Now we're asking youtohelp 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.

BEN STELTER FOUNDATION

Mike Stelter | 780-264-2655 | info@benscup.com

SPONSORSHIP

Top Shelf Supporter (1 Available) .....SOLD OUT

- 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, a dvertising 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) .....SOLD OUT

- Recognition at Ring / Medal Ceremony
- Logo on welcome banner and/or event brochures
- Name Logo on Website (logo)
- Sponsor Spotlight Recognition through social media

Continued...

Business Receipts issued for all monetary sponsorships

BEN STELTER FOUNDATION

SPONSORSHIP







Continued: Championship Rings and Medal Sponsor ...SOLD OUT

- Keep sake branded hockey puck and2 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) .....SOLD OUT

- 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

Referee Sponsor (1 Available).....SOLD OUT

- Sponsor the cost of Hockey Alberta Referee's for 100+ games throughout Ben's Cup
- Vocal Recognition during All Star Games
- Logo on Website
- 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

All Star Ring Sponsor (1 Available).....SOLD OUT

- 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

Sin Bin Sponsor (1 Available) .....SOLD OUT

- Your Company Logo on the back walls of all 4 Penalty Boxes during Ben's Cup
- 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

Puck Sponsor (1 Available) .....SOLD OUT

- 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

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SPONSORSHIP

Helmet Sponsor (2 Available) .....SOLD OUT

- Brand/logo recognition on all helmets for all players for 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) .....SOLD OUT

- Brand/logo on Custom Ben's Cup Skate Mat
- Each player will receive a Skate Mat with your 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



Entertainment Sponsor (3 Available) $2,500

- Sponsor our Ben's Cup Entertainment for the players and fans including a DJ, Photobooth, and Facepaint Artist and On-Site Activities
- 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



Silky Mitts Supporter (2 Available) $2,500

- Name/logo on website
- 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) .....SOLD OUT

- 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 (1 Available) .....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

Business Receipts issued for all monetary sponsorships

BEN STELTER FOUNDATION

SPONSORSHIP







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

Volunteer Meal Sponsor (10 Available) .....$500 - $5,000

- Sponsor lunch or dinner for our incredible Volunteer Crew!
- You can support us with a donated meal for 30 Volunteers or $500 to cover the cost of each meal you would like to sponsor.
- 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

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FUNDRAISING IMPACT

WE ARE PROUD TO SHARE THAT THIS YEAR'S BEN'S CUP WILL ONCE AGAIN SUPPORT THE EFFORT TO BRING PROTON THERAPY TO CANADA.



Proton Therapy is a cutting edge, highly precise cancer treatment that is still not available in our country. Families facing childhood cancer must travel to the United States to access it—taking on the financial strain of flights, accommodations, and time away from their support systems.

The Ben Stelter Foundation is determined to change that. Plans are underway to build Canada's first Proton Therapy Centre right here in Edmonton, ensuring families can access world class care close to home.



2025 TOURNAMENT FINANCIALS

Thanks to the generosity of supporters like you, Ben's Cup raised an incredible

$1,032,261 IN 2025

We are committed to keeping costs as low as possible—tournament expenses accounted for only 4.5% last year—so that donations directly fuel this critical project. By joining us as a sponsor, you help sustain this momentum and bring hope, relief, and life changing care to children and families across Canada.

ALL-STAR GAME

The top 40 Fundraisers (36 Players and 4 Goalies) will have the opportunity to play in the Feature All-Star Game.

Each All-Star Will receive the following:

Exclusive customAll-Star Jersey • Customhigh-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!

Therewillbe oneAll-Star game foru-11/U-13 and a separate All-Star game for u7.



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WHAT OTHERS SAY

THIS IS WHAT OUR PAST SPONSORS AND PARTICIPANTS HAVE 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!" –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"

"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."

"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

Business Receipts issued for all monetary sponsorships

BEN STELTER FOUNDATION

OUR GENEROUS 2025 SPONSORS







































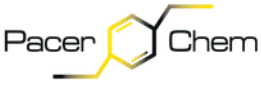










































THANK YOU 2025 SPONSORS