



Sponsorship Package
2020 Western Challenge Cup
July 16-19, 2020 Surrey, BC



Invitation to Sponsor

Surrey Minor Ball Hockey Association is proud to host the 2020 Western Challenge Cup from July 16 -19, 2020 in Surrey, BC. This event is the largest ball hockey championships in Western Canada, welcoming the best ball hockey players from British Columbia, Alberta, Saskatchewan and Manitoba in seven age divisions: U11, U13, U15, U17, U19, U16Girls, and U19Girls.

This is the inaugural year for the girls' ball hockey at WCC. With girls' ball hockey gaining traction around the world, it was time to launch this tremendous opportunity for girls in sport and the advancement of girls playing ball hockey.

The tournament will run across the city at the new North Surrey Sport & Ice Complex, Newton Arena, and Cloverdale Arena, with the tournament hub located at North Surrey. Over 850 athletes, 150 coaches and officials, and 1,500 spectators will take part in this 4-day tournament, with our own local Surrey teams hoping for a repeat of the 2019 event where they medaled in every division.

We invite you to sponsor the 2020 Western Challenge Cup. As a sponsor, you will gain access to the 2000 youth and adults in attendance. You will also be seen across social media through Surrey Minor Ball Hockey, Westcoast Ball Hockey, and the Western Challenge Cup sites.

Becoming a tournament sponsor is easy and the benefits are far-reaching. Your sponsorship will benefit our youth athletes from 10 to 19 years of age directly, as they demonstrate a high level of skill to be selected by their associations for this western Canadian tournament. Your company will be advertised as a proud sponsor of Surrey Minor Ball Hockey and this major event.

Please take a moment to review the sponsorship opportunities where your company can put your marketing dollars to effective use. We are also happy to discuss options. Our Sponsorship Coordinator, Kurt Friesen, would be pleased to answer any questions or discuss sponsorship opportunities at your convenience. He can be reached at 604-788-4931 or by email at coach@smbha.org.

Yours truly,

RaeAnne Rose
WCC2020 Tournament Director
wcc2020@smbha.org

Wade Traversy
President, Surrey Minor Ball Hockey
president@smbha.org

Sponsorship Opportunities	PRESENTING SPONSOR	DIVISION SPONSORS	SKILLS COMPETITION	DAILY SPONSOR	BALL HOCKEY SUPER FANS	MEDIA	PRODUCT DONOR
Investment	\$2,000	\$1,000	\$750	\$500	\$200		In-Kind \$1000+
Availability	1	7	1	4	Unlimited	1/media type	Unlimited
RIGHTS							
Official Presenting Rights designation	✓	-	-	-	-	-	-
Official Event Sponsor designation of Event or Age Division	-	✓	✓	-	-	-	-
Exclusivity	Industry	-	-	-	-	✓	Product
Event Logo usage for two (2) months prior to and after the event	✓	✓	✓	✓	✓	✓	✓
Opportunity for display/additional product sampling in the venue	✓	✓	✓	On Sponsored day	-	-	✓
Sponsor provided product or coupon included in player swag bag	✓	✓	✓	✓	-	-	✓
SIGNAGE							
Display self-standing sponsor supplied signage at ceremonies	Medal Ceremonies (10)	Player of the Game Ceremonies	Crowd Facing during event	-	-	-	-
Sponsor rep to participate in ceremonies	Medal Ceremonies (10)	Player of the Game Ceremonies	At Skills Competition	4 Player of the Game Ceremonies	1 Player of the Game Ceremony	-	-
Identification on local sponsor signage	Logo	Logo	Logo	Name	Name	Logo	Logo
Display self-standing sponsor supplied signage in concourse.	✓	✓	-	On Sponsored day	-	-	-
COMMUNICATION & ACCESS							
Recognition in event program	Logo: Front Cover & Sponsor Page	Logo: Division Page & Sponsor Page	Logo: Event Page & Sponsor Page	Name on Sponsor Page	Name on Sponsor Page	Logo: Sponsor Page	Logo: Sponsor Page
Program Advertising supplied by sponsor	Full back cover	½ page on Division Page	½ page on Skills Competition Page	¼ Page Ad	-	½ Page Ad	¼ Page Ad
Public announcement in the arenas	1x/game + Medal Ceremonies	1x/game + Game Ceremonies	At Skills Competition	4 times/day on sponsored day	-	1 x/Game	-
Social Media Sponsorship Announcement	✓	✓	✓	✓	-	✓	✓
Included in Press Release	✓	-	-	-	-	-	-
WCC, SMBHA Websites	Logo & hyperlink	Logo & hyperlink	Logo & hyperlink	Logo & hyperlink	Name	Logo & hyperlink	Logo & hyperlink
Designated Seats	6 Seats at Medal Games	4 Seats at Medal Games	4 Seats at Event	-	-	Broadcast Booth Where available	-

Partners



Tournament Website & Links



Host Website



Instagram



Facebook
Event



Results &
Standings

Tournament Locations

North Surrey Sport & Ice Complex

10950 126A Street | Surrey, BC | V3W 7J9

Newton Arena

7120 136B Street | Surrey, BC | V3W 8G5

Cloverdale Arena

6090 176 Street | Surrey, BC | V3S 4E7

About Surrey Minor Ball Hockey

Surrey Minor Ball Hockey Association provides a competitive, fun environment for Surrey youth to enjoy the sport of ball hockey. With programs for ages 3-19, SMBHA programs are played during the spring and summer, in arenas across the city.



PO Box 34153, RPO Cloversquare, Surrey, BC, V3S 8C4

