



THE NEXT  
GENERATION  
OF GIVING.

**GenNext Street Hockey Tournament Sponsorship Package**  
**In support of the United Way of Thunder Bay**  
**October 14<sup>th</sup> 2017**  
**Rain Date: October 21<sup>st</sup>**

GenNext is excited to announce our 1<sup>st</sup> Annual Street Hockey Tournament. This is an outdoor family oriented event as well as a team building opportunity for hockey teams and businesses being held at the Redwood Park Church parking lot Saturday, October 14<sup>th</sup>. Teams in each division will compete for the 1<sup>st</sup> place title in a 3 on 3 match.

We would like to invite you to help support this event through the following sponsorship opportunities listed below. All funds raised at this event are in support of the United Way of Thunder Bay. Currently the United Way supports 60 vital programs lead by each of the 29 agencies, and supports 1 in 3 people in our city. Our hope is that this event will allow us as a community to make a difference in the lives of those around us who need our help.

**What is GenNext?**

As part of the United Way of Thunder Bay, GenNext is Thunder Bay's leading group to promote volunteerism, and community support to the younger demographic. We aim to support the United Way by engaging the under 40 crowd through special events and initiatives. Through this, we are encouraging individuals to take an active role in our community in hopes to build the next generation of donors, volunteers and supporters.

Below is the GenNext Street Hockey Tournament Sponsorship Package which outlines what you will receive in exchange for your valuable contribution. We have packages to suit any budget and we would be happy to work with you in designing a sponsorship package that suits your needs.

May you have any questions regarding the sponsorship request or package, please call Colleen Peters, Street Hockey Committee – Sponsorship Coordinator at (807) 251-2636 or by email at [cpeters@johnhowardtbay.on.ca](mailto:cpeters@johnhowardtbay.on.ca) and/ or Erika Mikkola, Special Events Coordinator at the United Way of Thunder Bay at 626-1759 or by email at [emikkola@uwaytbay.ca](mailto:emikkola@uwaytbay.ca).

Thank you so much for considering this request. On behalf of GenNext, we look forward to working with you to make this a successful 1<sup>st</sup> event.

Sincerely,

Colleen Peters

*GenNext Cabinet & Street Hockey Committee – Sponsorship Coordinator*

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Erika Mikkola

*United Way Special Events Coordinator, GenNext Cabinet & Street Hockey Committee*

1006-715 Hewitson Street | Thunder Bay, ON | P7B 6B5 | T: (807) 626-1759 | E: [GenNext@uwaytbay.ca](mailto:GenNext@uwaytbay.ca)

[www.uwaytbay.ca](http://www.uwaytbay.ca)

## - SPONSORSHIP OPPORTUNITIES-

**GENNEXT CUP SPONSOR ----- 1 AVAILABLE**  
**\$2,500.00 Presenting Sponsorship**

- Title Sponsor of Event- GenNext Street Hockey Tournament presented by \_\_\_\_\_
- Business Logo incorporated in event logo
- Logo and/or name on *all* print materials (including posters, newspaper/magazine articles and advertisements)
- Logo and name on online promotional materials (including United Way website with link to your website, United Way of Thunder Bay and GenNext Facebook Page and Event Page, newsletters, as well as Media Sponsor websites [if applicable] )
- Radio mentions during on air interview prior to event, and during announcer talk on air [if applicable]
- MC shoutouts throughout event
- Special Recognition during opening and award ceremonies, with opportunity to speak at opening ceremonies
- Signage at event (provided by you)
- First right of Refusal to hold the GenNext Cup Sponsorship again in 2018
- Certificate of Appreciation
- Formal recognition as a United Way of Thunder Bay Corporate Leader, including:
  - o Public recognition at our Annual Campaign Breakfast including exclusive reserved seating with table host
  - o Recognition on the United Way of Thunder Bay website with a direct link to your corporate website
  - o Formal recognition within the Annual Report

**HAT TRICK SPONSOR----- 4 AVAILABLE**  
**\$750.00 Rink Sponsorship**

- Logo and/or name on *all* print materials (including posters, newspaper/magazine articles and advertisements)
- Logo and name on online promotional materials (including United Way website with link to your website, United Way of Thunder Bay and GenNext Facebook Page and Event Page, newsletters, as well as Media Sponsor websites [if applicable] )
- Radio mentions during on air interview prior to event, and during announcer talk on air [if applicable]
- Special Recognition during opening ceremonies
- Visible signage by designated rink (provided by you)
- Rink will be presented as “Business Title’ Rink”
- MC shoutouts throughout event
- Certificate of Appreciation

**FACEOFF SPONSOR ----- 1 AVAILABLE**  
**\$500.00 Family Zone Sponsorship**

- Logo and/or name on *all* print materials (including posters, newspaper/magazine articles and advertisements)
- Logo and name on online promotional materials (including United Way website with link to your website, United Way of Thunder Bay and GenNext Facebook Page and Event Page, newsletters, as well as Media Sponsor websites [if applicable] )
- Radio mentions during on air interview prior to event, and during announcer talk on air [if applicable]
- Visible signage in Family Zone (provided by you)
- Zone will be presented as “Business Title’ Zone”
- MC shoutouts throughout event
- Certificate of Appreciation

**CONSESSION STAND SPONSOR ----- 1 AVAILABLE**  
**\$500.00 Food Area Sponsorship**

- Logo and/or name on *all* print materials (including posters, newspaper/magazine articles and advertisements)
- Logo and name on online promotional materials (including United Way website with link to your website, United Way of Thunder Bay and GenNext Facebook Page and Event Page, newsletters, as well as Media Sponsor websites [if applicable] )
- Radio mentions during on air interview prior to event, and during announcer talk on air [if applicable]
- Visible signage in Food Area (provided by you)
- MC shoutouts throughout event
- Certificate of Appreciation

**DEFENCE SPONSOR ----- 1 AVAILABLE**  
**In Kind Water station sponsorship**

- Logo and/or name on *all* print materials (including posters, newspaper/magazine articles and advertisements)
- Logo and name on online promotional materials (including United Way website with link to your website, United Way of Thunder Bay and GenNext Facebook Page and Event Page, newsletters, as well as Media Sponsor websites [if applicable] )
- Recognition at event

**ENFORCER SPONSOR ----- 1 AVAILABLE**  
**In Kind Media Sponsorship**

- Logo and/or name on *all* print materials (including posters, newspaper/magazine articles and advertisements)
- Logo and name on online promotional materials (including United Way website with link to your website, United Way of Thunder Bay and GenNext Facebook Page and Event Page, newsletters, as well as Media Sponsor websites [if applicable] )
- Recognition at event
- Visible signage at event
- Morning Show Announcer to be official MC of event

**LEFT WING SPONSOR----- UNLIMITED AVAILABILITY**  
**In Kind Prize Sponsorship**

- Recognition at event
- Prizes displayed at event

**RIGHT WING SPONSOR ----- 1 AVAILABLE**  
**Medal Sponsor (each division)**

- Recognition at event as Medal Sponsor
- Signage on each Medal
- In kind Medals or cash consideration (equaling a total of 60 medals to cover each division in 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> place)
- Medals displayed at event



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Please complete this form and send it by email to Colleen Peters or Erika Mikkola:

NAME: Colleen Peters	Erika Mikkola
TITLE: GenNext Cabinet & Street Hockey Committee	Special Events Coordinator, United Way of Thunder Bay
PHONE: (807) 251-2636	(807) 626-1759
EMAIL: cpeters@johnhowardtbay.on.ca	emikkola@uwaytbay.ca

### Sponsorship Agreement

Contact Name \_\_\_\_\_

Organization (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

The above mentioned sponsor agrees to sponsor the amount below to the United Way of Thunder Bay.

We are choosing to sponsor by (please check off the sponsorship level type):

	<b>GenNext Cup Sponsor</b>	\$2,500.00
	<b>Hat Trick Sponsor</b>	\$750.00
	<b>Faceoff Sponsor</b>	\$500.00
	<b>Concession Stand Sponsor</b>	\$500.00
	<b>Water Station Sponsor</b>	In Kind
	<b>Media Sponsor</b>	In Kind
	<b>Raffle Prizes</b>	In Kind
	<b>Medal Sponsor</b>	In Kind/ Cash Consideration

For in-kind contribution or prize donations, please provide details:

\_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

An invoice will be sent to you upon receiving the agreement.

**\*\*Please note deadline dates to ensure your logos are added to all marketing materials produced. No later than May 12<sup>th</sup>, 2017**

Sponsorship Commitment Forms Due

1006-715 Hewitson Street | Thunder Bay, ON | P7B 6B5 | T: (807) 626-1759 | E: GenNext@uwaytbay.ca