

# CANADIAN NATIONAL JUNIOR B TIER 1 CHAMPIONSHIP



# 2025 Founders Cup Sponsorship Package



August 18-24, 2025



## THE 2025 FOUNDERS CUP IS COMING TO CALGARY

The National Junior B Tier 1 Lacrosse Championship is a thrilling, week-long tournament that brings together the top teams from across Canada to compete for the ultimate prize: the Founders Cup. Not only does the event showcase the best young talent in box lacrosse nationwide, it also helps promote the growth and development of Canada's national summer sport.

This world-class competition provides sponsors with unique opportunities to connect with a passionate audience. Through the variety of levels and options available, sponsorship can be tailored to meet your organization's needs. By becoming a sponsorship partner with the Calgary Shamrocks, you can support the team and Junior B lacrosse while attaining great national exposure for your organization.

### Your Host Team Partner: The Calgary Shamrocks



The Calgary Shamrocks Lacrosse Club has a long and proud history in Alberta lacrosse, being crowned South Division Champions six of the last seven seasons, competing at Founders several times throughout the years resulting in a silver medal in the inaugural Founders Cup tournament in 1972, bronze medals in 2006 and 2007 and winning it all in 2019. We are excited to bring this prestigious event to Alberta this summer, and we are looking to our community partners to help us make this year's Founders Cup a tournament to remember for players, spectators and the lacrosse community at large.

**WE INVITE YOU TO BECOME PART OF THIS  
EXCITING EVENT THROUGH OUR EXCLUSIVE  
SPONSORSHIP OPPORTUNITIES.**

## 2025 Founders Cup Partnership



Lacrosse's origins lay with First Nation's communities in North America, and a form of the game was played long before Europeans arrived. As the game has grown and evolved over the centuries, it remains special to First Nations communities across the country. The Calgary Shamrocks Lacrosse Club feels it's important to stay connected to those roots, drawing from the sport's history in order to strengthen its future.



To that end, we are honoured to partner with the Tsuut'ina Nation to host the 2025 Founders Cup at Seven Chiefs Sportsplex. To further build on the game's roots, the Shamrocks are also offering development camps to children of all ages in Tsuut'ina Nation schools leading up to the tournament.

Together, Tsuut'ina Nation and the Calgary Shamrocks Lacrosse Club hope to continue to grow lacrosse in the First Nation community as well as the greater community long after the Founders Cup final whistle.

# 2025 Founders Cup Exclusive Sponsorship



## TITLE SPONSOR

As the Title Sponsor, your brand will be at the forefront of the 2025 Founders Cup, receiving the highest level of exposure throughout the tournament.

This prestigious national event provides an unparalleled platform for your brand to shine for a cost of \$10,000 for the lead sponsorship. By partnering with us as the Lead Sponsor, your company will enjoy exclusive visibility through prominent logo placement across platforms, extensive media coverage and high exposure within the arena and media.

Our sponsorship packages are designed to showcase your commitment to community engagement, athleticism and excellence. As the Lead Sponsor, you will not only benefit from heightened brand exposure but also gain direct access to a captivated audience eager to connect with businesses that share their passion for sports and community involvement.

### TITLE SPONSOR \$10,000 MIN.

- Exclusive livestreaming naming rights as host: "The 2025 Founders Cup presented by YOUR COMPANY NAME"
- Embedded advertisement in YouTube livestream
- Opportunity for a 30-second promotional video during livestream intermissions
- Social media features across the Calgary Shamrocks and Founders Cup platforms
- Brand logo on all official Founders Cup promotional materials including posters, programs and social media
- Prominent logo placement on arena banners and media backdrops
- Opportunity to co-present the championship trophy after the gold-medal game
- Full-page ad in the official tournament program
- Recognition plaque for Legacy contribution to Tsuut'ina Nation
- Opportunity to add to Player Swag Kits
- Featured booth space at the venue to promote products/services
- 50 VIP tournament passes to all games and exclusive access to VIP viewing room
- Brand exposure at all Calgary Shamrocks home games for the 2025 season

# 2025 Founders Cup Exclusive Sponsorship



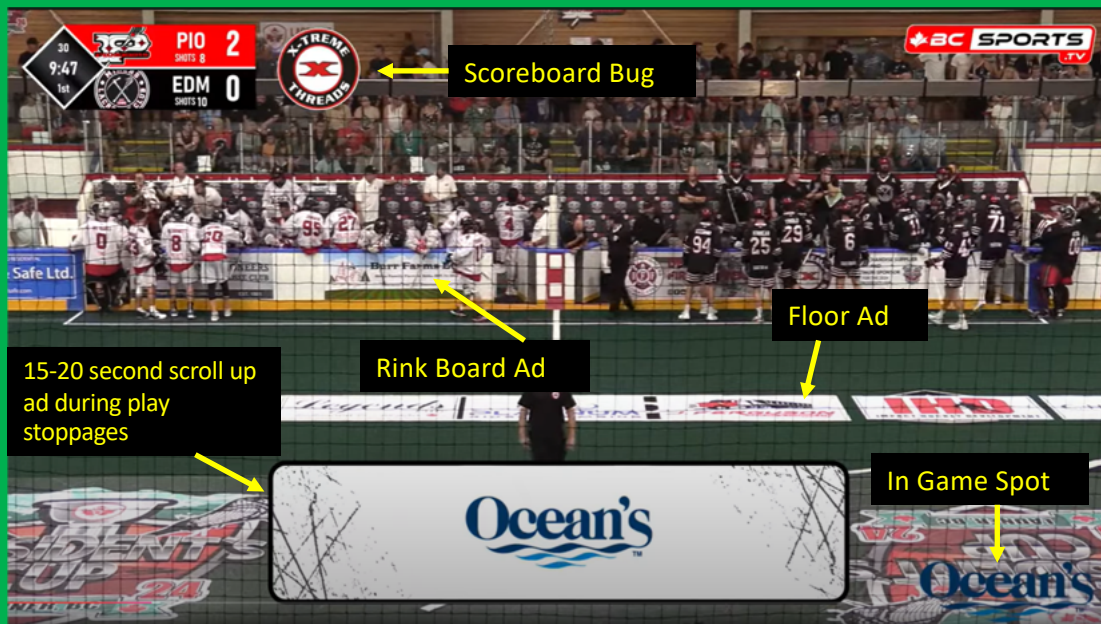
## LIVESTREAM & SOCIAL MEDIA

All games will be streamed for free on YouTube. Our media provider, BC Sports TV, has experience bringing high-end livestream quality to previous national lacrosse championships such as the 2023 Founders Cup and the 2024 Presidents Cup for Senior B lacrosse.

Based on previous events, we anticipate that 100,000 viewers from all parts of Canada will enjoy the 2025 Founders Cup. Plus, all games will be archived on YouTube, thus capturing additional viewership for your brand.

In addition to the embedded advertisements shown below, streaming opportunities can also include intermission video commercials and audio spots by the play-by-play announcer.

Social media sponsorship for each post on X, the Founders Cup website and Instagram is also available to help showcase your brand.



# 2025 FOUNDERS CUP ON-SITE SPONSORSHIP



There are a variety of sponsorship opportunities available on-site throughout the tournament that will offer sponsors exceptional exposure.

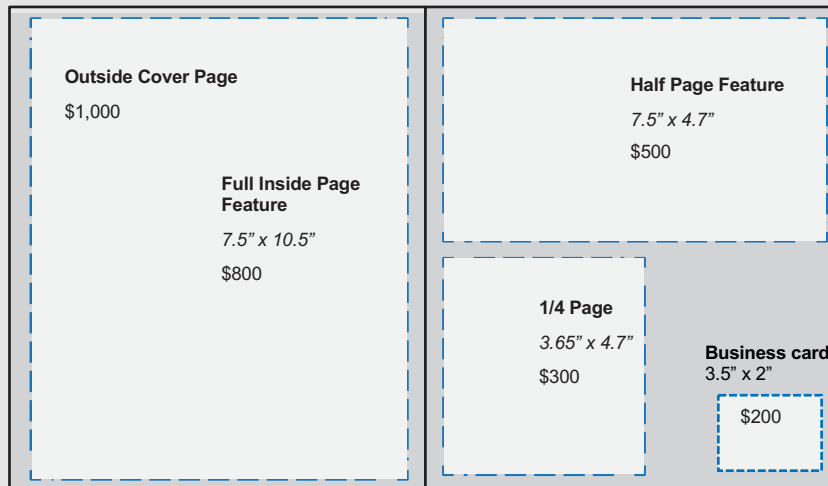
<b>MVP SPONSORSHIP \$2,500</b>	During each game there is 1 player selected from each team as MVP. The MVP sponsor will be announced when the MVP is chosen and will have their name plate on the trophy. There is projected to be 23 games for a total of 46 MVP's for the tournament.
<b>OPENING CEREMONIES \$1,000</b>	The Founders Cup will officially kickoff with the Opening Ceremonies, and this sponsor will be announced as the named sponsor at the event and will have a banner ad prominently displayed during the ceremony.
<b>50/50 SPONSORSHIP \$150/DAY</b>	There will be a 50/50 draw each day of the tournament, and the sponsor will be showcased for all draws that day. The 50/50 sponsor will have their name read out by the arena announcer each period for all games that day. \$1,000 to be tournament sponsor of 50/50s
<b>SKILLS COMPETITION \$1,000</b>	This sponsorship opportunity includes being the named sponsor of the event, which will be announced over the loudspeaker during the competition. The sponsor's logo will also be prominently displayed on a banner ad at the event.
<b>ON-SITE VENDOR BOOTH \$200</b>	Sponsors have access to featured booth space at the venue to promote their products/services for the duration of the tournament

# 2025 Founders Cup Program Advertising



The 2025 Founders Cup will have a full-colour program that highlights all the teams participating in the tournament along with lacrosse history and the local history of the game in Calgary. The program will not only highlight the Founders Cup but it will also highlight Calgary as first-class, cosmopolitan city.

We are offering inside cover full-page ads for \$800, half-page ads for \$500, quarter-page ads for \$300 and business card-sized ads for \$200. The program will be sold at the event as well as distributed to all teams and sponsors.



## Additional Sponsorship Opportunities

### IN-KIND CONTRIBUTIONS

The team welcomes in-kind contributions such as food, beverages, transportation, equipment or services, and the sponsor will receive recognition equivalent to a sponsorship level matching the value of the donation.

### FOR THE LOVE OF THE GAME

The team welcomes any donation amount. A donation of \$150 receives tournament admission.

### SWAG BAGS

Each player receives a Swag Bag, and the team invites sponsors to contribute items to be included in these gift bags.

# 2025 Founders Cup Sponsorship Packages



The Calgary Shamrocks can tailor the sponsorship opportunities to meet your specific marketing objectives and provide enhanced recognition in digital, on-site and social media platforms.

**SILVER**  
**\$2,000**

**GOLD SPONSOR**  
**\$3,500**

**EMERALD SPONSOR**  
**\$5,000**

**"FOLLOW YOUR TEAM" SPONSOR**  
**\$1,500**

Sponsors can support the team representing their home province or community, all the while reaching a pool of potential customers back home.

This opportunity includes advertising during streaming of your team's first 4 games.

Follow Your Team Streaming Sponsorship can include:

- Pre-Game & Intermission Static Ad
- In-Game Spot (10 to 20-second Scroll Ad)
- Audio Spot
- Rink Board Ad



# 2025 Founders Cup Program Advertising



## FLEXIBLE SPONSORSHIP PACKAGES

(choose items to reach max value of each level)

	Per Game	Tournament	Emerald (\$5000)	Gold (\$3500)	Silver (\$2000)
<b>Livestream Sponsorship:</b>					
Intermission Video Commercial	\$ 175	\$ 3,000	X		
Pre-Game & Intermission - 15 to 20 second static advertisement	\$ 75	\$ 1,250	X	X	
Static In-Game Spot - Screen Lower Corner	\$ 150	\$ 1,500	X	X	
In Game Spot - 10 to 20 second scroll up ad during play stoppages (3 per game)	\$ 125	\$ 1,000	X	X	
<b>Social Media:</b>					
Recognition on both Founder's Cup website, X, and Instagram platforms			X	X	X
<b>On-Site:</b>					
Floor Advertisement		\$ 1,000	X	X	
Rink Board Advertisement - visible to live stream		\$ 500	X	X	X
Rink Board Advertisement - not visible to livestream		\$ 150			
MVP Sponsor, 2 per game w/ sponsor's name on each award (1 available)		\$ 2,500	X		
Company Banner visible in key area of venue		\$ 500	X	X	X
Opening Ceremonies Sponsor (1 available) - Banner ad displayed and recognition for PA announcer		\$ 1,000	X	X	X
Skills Competition Sponsor (1 available) - Banner ad displayed and recognition by PA announcer		\$ 1,000	X	X	X
50/50 sponsorship	\$ 100	\$ 1,000	X	X	X
On-site vendor booth for fan engagement		\$ 200	X	X	X
Opportunity to add to player swag kits			X	X	X
25 Tournament Passes			X		
15 Tournament Passes				X	
10 Tournament Passes					X
<b>Advertising:</b>					
Program Sponsor - Full page		\$ 1,000	X		
Program Sponsor - 1/2 page		\$ 500		X	
Program Sponsor - 1/4 page		\$ 300			X
Program Sponsor - 3.5"x2" Business Card		\$ 200			X
<b>Additional Sponsorship:</b>					
In-Kind Sponsorship (Food, beverages, transportation, equipment, services). Recognition received matching donation level.					
Equipment/Gear Sponsor					
Energy Drink/Nutrition Sponsor					
Beer Garden / Hospitality Suite Sponsor (TBD)					

# 2025 Founders Cup Program Advertising



## WHY SPONSOR THE 2025 FOUNDERS CUP?

This premier sporting event promises to attract a diverse and enthusiastic audience, providing your company brand with unparalleled visibility and a unique opportunity to connect with current and potential new customers. As a sponsor, your business will be prominently featured in our marketing materials, on-site banners and digital platforms, ensuring widespread recognition. Align your brand with the spirit of competition, community and excellence while demonstrating your commitment to supporting sportsmanship and athleticism.

### 1. REACH A TARGETED AUDIENCE

Lacrosse is one of the fastest-growing sports in Canada. The Founders Cup attracts a highly engaged audience of players, coaches and fans, many of whom are passionate about supporting local and national brands.

### 2. BRAND EXPOSURE

With local and national media coverage, extensive social media engagement and on-site branding opportunities, your brand will receive maximum visibility throughout the tournament.

### 3. SUPPORT LOCAL SPORTS

By sponsoring the Founders Cup, your organization directly contributes to the development of lacrosse and helps grow the next generation of lacrosse players.

### 4. COMMUNITY ENGAGEMENT

This event is more than just a lacrosse tournament—it's a community celebration. Sponsorship will align your brand with a positive, family-friendly event that promotes sportsmanship, teamwork and local pride.

## NEXT STEPS

Secure your sponsorship today and position your brand at the forefront of this exciting lacrosse event. To become a sponsor of the 2025 Founders Cup or if you have any questions, please contact:

### SPONSORSHIP COORDINATOR, JOHN FERADI

Calgary Shamrocks Lacrosse Club

Email: [calgaryshamrockssponsorship@gmail.com](mailto:calgaryshamrockssponsorship@gmail.com)

Phone: (403) 519-4540

**We look forward to partnering with you and making the 2025 Founders Cup a tremendous success!**