



The War For the Roses (WFTR) Sponsorship Opportunity Supporting Elite Level Girls Hockey Players



Background

The BRICK Boys Novice Invitational showcases top talent from all over the United States and Canada.

Why not do the same for girls? So, we did.

2026 marks “Year Six” of [**The War For The Roses**](#) Invitational Girls Hockey Tournament.

The ROSE Series member teams showcase the “Best of the Best” U13 female hockey players from regions across North America. Many of these players will go on to become NCAA and U Sports athletes. Some may also play professionally in the PWHL or represent their respective Olympic teams.

Vision

Our core philosophy extends ...**beyond the rink**. Amateur sporting events such as **The War For The Roses** presents a great platform to teach leadership, teamwork, dedication, and global citizenship. The goal is to develop not just exceptional hockey players, but confident, resilient young women.

Mission

Our mission is to raise the perception of girls hockey by showcasing North America’s top female minor hockey players in an extremely competitive tournament. **The War For the Roses** is the absolute pinnacle of girls minor hockey. Your assistance is paramount to achieving this goal.

The Opportunity

On top of assisting young athletes, partnering with **The War For the Roses** offers your brand highly desirable and engaged visibility with a family-focused demographic on a wide platform (Canada and USA). This week-long event takes place exclusively at the celebrated West Edmonton Mall from July 6-12, 2026.

Participating U13 Girls Teams

Boston Junior Bruins (North East USA)
Connecticut Jr. Rangers (CT, NY, north/central NJ)
Team PA Roses (PA, OH, south NJ, DE, MD)
Illinois Selects (IL, MO, WI)
Michigan Southeast Elite (MI, FL, GA, NC, SC, TN)
MN Machine (MN, ND, SD)
State of Hockey (MN, ND, SD)
Team Minnesota (MN, ND, SD)
Western Selects Girls (Western USA)
Quebec Rattlesnakes (QC and Eastern Canada)
Team Ontario (ON)
Manitoba Junior Ice (MB)
Team Saskatchewan Elite (SK)
Alberta Warriors (AB)
BC Jr. Lady Canucks (BC)

This group represents 1000's of people alone, but your reach extends beyond that.

Via **The ROSE Series** your brand will be front and center for everyone to see months before, during and after the tournament on registration scrolls, websites and at rinks themselves.



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Value Proposition for Sponsorship Partnership

Empowering the Next Generation of Female Athletes Through Hockey

Overview

Girls hockey is growing leaps and bounds. That said, we are not just developing hockey players — we are building confident, resilient young women and fostering a lifelong love for sport.

Why Sponsor

Your brand will gain authentic, high-value exposure across a diverse and engaged audience of players, parents, coaches, and community supporters. Your assistance positions your company as a champion for youth development, gender equity, and community empowerment.

Key Sponsorship Benefits

- **Brand Visibility:** Logo placement on banners, tournament signage at *The Rose Series* events reaching thousands of spectators and online viewers.
- **Digital Exposure:** Inclusion in newsletters, websites, and active social media channels with strong parent and community engagement.
- **Community Connection:** Align your brand with family values, teamwork, leadership, and healthy lifestyles.
- **Event Integration:** On-site branding, promotional booths, or product sampling opportunities at tournaments and camps.
- **Positive Brand Association:** Showcase your support for female empowerment, youth sport, and local community development.

See <https://roseseries.com/>
<https://www.facebook.com/rooseserieshockey>
https://x.com/the_roseseries?lang=en
https://www.instagram.com/the_roseseries/
<http://warfortheroses.msa4.rampinteractive.com/>
<https://youtu.be/7jw9U6cD6hk>

The Impact of Your Support

Your investment directly fuels:

- Ice time, coaching development, and equipment for players.
- Leadership opportunities and mentorship initiatives for young female athletes.

Together, we can **grow the game, empower girls, and strengthen community bonds** — all while delivering measurable brand impact and goodwill for your organization.





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Athlete and Family Data

Metric	ROSE Series Details	Impact for Sponsor
Players	50+ teams with 17 girls on each team, 850+ players... ages U9-U18.	Association with youth empowerment and female athletics .
Direct Families	6000+ core family members (parents, siblings, grandparents).	Direct access to thousands of engaged consumers in the local area and abroad.
Extended Network	100,000+ members in broader associations and leagues.	Reach beyond to the larger youth sports community .
Social Media Reach	18k+ followers... https://www.facebook.com/roseserieshockey https://x.com/the_roseseries?lang=en https://www.instagram.com/the_roseseries/ https://youtu.be/7jw9U6cD6hk	Consistent, positive brand visibility across digital channels.
Website Traffic	Over 10,000 Unique Monthly Visitors to https://roseseries.com/ http://warfortheroses.msa4.rampinteractive.com/	Search Engine Optimization (SEO) and direct click-through opportunities for your brand.
Local Events (USA/Canada)	8 Elite Girls tournaments hosted annually by The Rose Series organization... 2500+ attendees.	Physical brand presence at high-traffic local sporting events.



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Sponsorship Opportunities: Value-Based Packages

We have designed four distinct tiers of partnership to match your business's goals and budget. All packages are structured to provide maximum return on investment through sustained visibility and positive brand association.

TIER	INVESTMENT	KEY BENEFITS	SPONSORS	FOCUS
CHAMPIONSHIP The <Your Company Name> War For The Roses	\$25,000 CAD	Exclusive Title Sponsorship. Logo placement on all major press materials and social media posts. A featured role in all pre- and post-tour media events. Offering a full customized plan. All Platinum and Gold benefits included.	1	Maximum Visibility & Brand Association
PLATINUM	\$15,000 CAD	Tournament Sponsor. Your Logo on all official team websites for this dedicated event "Thank You" post on social media. All Gold benefits included.	3	Events Presence & Digital Reach
GOLD	\$7500 CAD	Website & Social Media Partner. Logo displayed on team website footer for one year, plus a quarterly promotional shout-out on all social platforms.	4	Sustained Digital Presence



War For the Roses Highlights

THE

 ROSE
 SERIES
 THE MALL



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THE CHAMPIONSHIP TIER - \$25,000 CAD

As our exclusive Title Sponsor, ***The War For The Roses*** will be officially referred to as the ***<Sponsor Name> The War For The Roses*** during all international travel and promotions. Includes, but not limited to:

- **MEDIA NAMING**

<Sponsor Name> The War For The Roses on all press releases and external communications.

- **DIGITAL DOMINATION**

Dedicated, branded content series (e.g., "The Road to The West Edmonton Mall", presented by ***<Sponsor Name>***).

- **ADDITIONAL CUSTOMIZED SPONSORSHIP PLAN**

Choose how, what, when and where your brand will be represented. We will work with you to tailor and customize this entire package based on your expectations and brand requests.



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Why Support *The War For The Roses*?

A partnership with *The War For The Roses* is a strategic business decision that delivers tangible benefits:

1. Elevated Brand Image

Align your company with a positive, healthy and aspirational cause: supporting youth development and female athletics. This demonstrates a strong commitment to **Corporate Social Responsibility (CSR)**.

2. Targeted Market Access

Gain direct, positive exposure to thousands of high-value, community-active families in not only your primary services area but possible new target areas.

3. Unique Local Exposure

Receive brand visibility within the [West Edmonton Mall](#), offering an opportunity to associate your business with a unique athletic experience. The unique nature of this tournament will attract heightened local brand awareness and immediate sales.

4. Tax-Deductible Contribution

Your contribution may be eligible for tax benefits (please consult your tax advisor).

Next Steps

We would be thrilled to schedule a brief meeting to discuss how we can tailor a package to best meet your specific marketing objectives and to answer any questions you may have.

*Thank you for considering our proposal
and for believing in the power of young women in sport.*



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