



Sponsorship Package
2022 Western Challenge Cup
July 14-17, 2022 Surrey, BC



Invitation to Sponsor

Surrey Minor Ball Hockey Association is proud to host the 2022 Western Challenge Cup from July 14 -17, 2022 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 five age divisions: U11, U13, U15, U17, and U19.

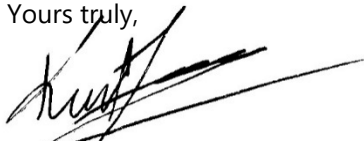
The tournament will be hosted at the North Surrey Sport & Ice Complex. Over 800 athletes, 150 coaches and officials, and 1,600 spectators will take part in this 4-day tournament, with our own local Surrey teams hoping for a repeat of the 2019 event where they medaled in every division.

We invite you to sponsor the 2022 Western Challenge Cup. As a sponsor, you will gain access to the 2,500 youth and adults in attendance. You will also be seen across social media through Surrey Minor 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.

Yours truly,



Kurt Friesen
Technical Director
coach@smbha.org



RaeAnne Rose
Tournament Coordinator
raeanne@betteratdoinggood.ca

Sponsorship Opportunities	PRESENTING SPONSOR	DIVISION SPONSORS	BALL HOCKEY SUPER FANS	PRODUCT DONOR
Investment	\$2,000	\$1,000	\$200	In-Kind \$1000+
Availability	1	7	Unlimited	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	✓	✓	-	✓
Sponsor provided product or coupon included in player swag bag	✓	✓	-	✓
Display self-standing sponsor supplied signage in concourse.	✓	✓	-	-
COMMUNICATION & ACCESS				
Recognition in event program	Logo: Front Cover	Logo: Division Page & Sponsor Page	Name on Super Fan	Logo: Sponsor Page
Program Advertising supplied by sponsor	Full Inside Front Cover	½ page on Division Page	-	¼ Page Ad
Public announcement in the arenas	1x/game + Medal Ceremonies	1x/game + Game Ceremonies	-	-
Social Media Sponsorship Announcement	✓	✓	-	✓
WCC and SMBHA Websites	Logo & hyperlink	Logo & hyperlink	Name	Logo & hyperlink
Designated Seats	6 Seats at Medal Games	4 Seats at Medal Games	-	-

Partners



Website & Links



[Tournament Website](#)



[Host Website](#)

Tournament Locations

North Surrey Sport & Ice Complex

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

Sungod Arena

7815 112 Street | Delta, BC | V4C 4V9

About Surrey Minor Ball Hockey Association

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

