

2017 WORLD RINGETTE CHAMPIONSHIPS SPONSORSHIP PROPOSAL



NOVEMBER 27 -DECEMBER 3, 2017

NATIONAL TEAMS FROM CANADA, US, FINLAND, SWEDEN AND CZECH REPUBLIC
2000+ FANS, FOLLOWERS, VIPs, OFFICIALS & GUESTS
ALL GAMES AT HERSHEY CENTRE, MISSISSAUGA, ONTARIO

Dianne Morgan | Sponsorship Director
WRC2017Planning@mississaugaringette.com
diannesm@sympatico.ca
416.522.0499



\$1.8 MILLION ESTIMATED ECONOMIC IMPACT

RINGETTE FACTS

- Invented in North Bay, Ontario Canada in 1963, By Sam Jacks.
- Played internationally in countries such as Finland, Sweden, United States, Czech Republic, Slovakia and Russia.
- Largest player community is Canada with over 50,000 participants.
- Nicknamed THE FASTEST GAME ON ICE – a high level of skill is required to control a ring using a straight stick with precision in passing and strict blue line passing rules.

Since 1963, Ringette has grown to be a sport that continues to be developed by women, for women. This uniquely feminine game celebrates some of the many things that are great about Canadian girls and women. It allows players to compete, to train and become elite athletes, including but not limited to girls and women as they develop important life skills, leadership qualities and the real meaning of the word “teamwork”.

Mississauga Ringette Association is a 44 year old grassroots organization that is challenged, along with other ice sports, with declining participation due to increasing costs. Our sport is 100% parent, alumni driven and supported. Ringette remains one of the very few sports organizations that operates with such a strong volunteer base and where we are proud to say that 100% of ALL proceeds go back into the association for player development and sport awareness. Our volunteers contribute thousands of man hours every year to ensure that ringette becomes the top sport for girls and women in our community and our country.

HAPPY 150 years CANADA!

As Canada Marks its 150th year the Mississauga Ringette Association is proud and honoured to welcome the world to Mississauga this November as we host for the 2017 WORLD RINGETTE CHAMPIONSHIPS.

Statistics Canada shows that approximately 19% of women in Canada participate in sports and only 2% of girls between ages 12-17 are getting enough physical activity. Stats also show that if a girl doesn't participate in an organized sport by age 10, there is less than a 10% chance she'll be physically active by age 25. Ringette is a girls sport, that fosters cheering, sharing and caring. It is one of the few sports left where competition stays on the ice and where friendships flourish between players, families and communities. Statistics show that a significant number of girls playing Ringette at an early age continue to play ringette and other ice sports well into their university years. This is a sport is passed down from mothers to their daughters as the cycle continues.

Although Ringette is 54 year old sport in Canada, our association, like others across Canada, and the sport in general struggles to engage partners as we compete with the “big ticket” sports that monopolize the media, markets and available funding. Please join us as a partner, donor, or sponsor as we increase awareness in this incredible female sport, turn “ringette” a household name, and help make the 2017 WORLD RINGETTE CHAMPIONSHIPS an astounding success.

Thank you,

Dianne Morgan | Sponsorship Director |
Abby Salb & Helene Greene | Co-Chairs
2017 World Ringette Championships



WHY BECOME A PARTNER?

- Showcase your business as a supporter of Girls & Women Sport
- Connect with other like-minded businesses
- Be a champion for Girls & Women Sports
- Discover a world of young female athletes often forgotten about
- Promote your business to OVER 5,000 participants & spectators
- Connect with your target market (research shows that over 80% of all buying decisions are made by a Female)
- Become a CHAMPION for the Mississauga Ringette Association

WRC2017 SPONSORSHIP - WHAT TO EXPECT?

The 2017 WRC Planning Committee is ready to build a mutually beneficial relationship with your business. The Sponsorship Chair will customize and create an opportunity that will be beneficial to your business, or you may choose from the attached list of Standard opportunities listed on in the attached pages.

- We can make your contribution engaging by working closely with you to activate your sponsorship in unique and useful ways.
- Be one of the first 20 Sponsors and be listed in a premium section of all our Marketing and promotional packages.
- **All cash contributions \$1,000 or more will have logo presence on all marketing and promotional materials**

We want to be your partner.

As a sponsor at any level, you will get all of the benefits outlined in the list on the next page. Plus, you will get the enhanced benefits specific to your chosen sponsorship level, shown on the chart.



BENEFITS OF YOUR SUPPORT



- Direct Marketing | *Opportunity for direct marketing such as samples, display booths, display banners, promotions and option to add gift items to promotional swag bags.*
- Community Recognition | *'Proud Supporter' window clings on your store front, certificate of recognition to display in your business, media recognition, opportunity depending on contribution levels.*
- Raise Awareness of Your Business | *Prominent positioning of your logo on the World Ringette Championship WRC 2017 Website will be seen by tens of thousands of potential consumers across Canada, US and Europe.*
- Enrich Your Brand's Image | *Logo appearance on event banners and public recognition in Thank You Ads increase your company's visibility as a good corporate citizen and a supporter of Girls / women's sports.*

SAY YES & SUPPORT GIRLS & WOMEN'S SPORT TODAY!



SPONSORSHIP

| ENHANCED BENEFITS | PLATINUM \$15K | GOLD \$10K | SILVER \$5K | BRONZE \$1K+ | RINGETTE FRIENDS \$500+ |
|---|-------------------|---------------|----------------|-----------------|----------------------------|
| Medal Presenter | ● | ● | | | |
| Tournament Awards (MVP,etc) Presenter | ● | ● | | | |
| Photo with GOLD & SILVER Medallists | ● | ● | ● | | |
| Rink Board Advertisement | ● | ● | ● | | |
| In-Game Announcements & Promotions | ● | ● | ● | | |
| 2017 WRC Social Media Promotion | ● | ● | ● | ● | |
| VIP - Welcome Ceremonies & Event Passes, Recognition & Reserved Seating | 8 (box) | 8 | 4 | 2 | |
| Advertising in WRC Programme | Full page | Full page | Half page | Quarter Page | List |
| Logo on Print Media (banners, flyers) | ● X-Large | ● Large | ● Medium | ● Small | |
| Logo & Hyperlink on WRC Website | ● X-Large | ● Large | ● Medium | ● Small | ● |
| Media Event - Invite & Recognition | ● | ● | ● | ● | |
| Display Booth in Hershey Center Lobby | ● | ● | ● | | |
| Promotional Item for Player Bags | ● | ● | ● | ● | |
| WRC Gift - Apparel and/or Memorabilia | ● | ● | ● | ● | |
| Rights to use WRC Logo on Company Materials | ● | ● | ● | | |
| Logo on Volunteer & Player Lanyards | ● | ● | ● | | |

Dianne Morgan | Sponsorship Director
diannesm@sympatico.ca
 416.522.0499