



2014 Toronto Scotiabank Baycrest Pro-Am Corporate Sponsorship Opportunities

Event Partner: **\$50,000**

- Team credit of \$50,000 to fundraising totals (your team or a team of your choice)
- Naming rights to a rink
- 4 Dressing Rooms fully branded
- 2 tables at the "Gordie Howe and Friends Luncheon"
- 1 NHL alumni to join your table for lunch
- Ice surface branding
- Logo representation on all Clear Channel TV/billboard ads
- Event Partner recognition on Lunch signs and Luncheon menu card
- 10 tickets to Draft Night
- Event Partner recognition on Draft Night signage
- 10 tournament passes to the Toronto Scotiabank Baycrest Pro-Am tournament
- Prominent logo representation at the tournament; including logo on all tournament signage, logo in all ads, full page ad in the official tournament program, logo placement on sponsorship page
- \$50,000 sponsorship recognition in official tournament program and logo placement with click through on the Scotiabank Baycrest Pro-Am website
- Company logo on 16 rink boards
- Social Media recognition on both Baycrest Facebook and Twitter

Sponsorship: **\$25,000**

- Team credit of \$25,000 to fundraising totals (your team or a team of your choice)
- Two Dressing Rooms fully branded with your logo
- 1 table at the "Gordie Howe and Friends Luncheon"
- 1 NHL alumni to join your table for lunch
- Table photo with Gordie Howe and alumni
- Logo on Luncheon sign and Luncheon menu card
- 8 tickets to Draft Night
- Logo on Draft Night Signage
- Official Sponsor of dressing room
- 10 tournament passes to the Toronto Scotiabank Baycrest Pro-Am tournament
- Prominent logo representation at the tournament; including logo on all tournament signage, logo in all ads, quarter-page in the official tournament program, logo placement on sponsorship page
- \$25,000 Sponsorship recognition in the official tournament program and logo placement with click through on the Toronto Scotiabank Baycrest Pro-Am website
- Logo on all skate mats through rink venue
- Company logo on 8 rink boards

Sponsorship: **\$10,000**

- Team credit of \$10,000 to fundraising totals (your team or a team of your choice)
- 1 table at the "Gordie Howe and Friends Luncheon"



- 1 NHL alumni to join your table for lunch
- Table photo with Gordie Howe and alumni
- Logo on Luncheon sign and Luncheon menu card
- 6 tickets to Draft Night
- Logo on Draft Night Signage
- Gordie Howe- signed- Lithograph
- 8 tournament passes to the Toronto Scotiabank Baycrest Pro-Am tournament
- \$10,000 Sponsorship recognition in the tournament program and logo placement on the Toronto Scotiabank Baycrest Pro-Am website
- Logo in Thank You ad
- Logo on all tournament signage
- Company logo on 4 rink boards

Sponsorship: \$5,000

- Team credit of \$5,000 to fundraising totals (your team or a team of your choice)
- 4 tickets to Draft Night
- 6 tournament passes to the Toronto Scotiabank Baycrest Pro-Am tournament
- Company logo on: Thank You ad, and on all tournament signage
- \$5,000 sponsorship recognition in official tournament program and logo placement on Toronto Scotiabank Baycrest Pro-Am website
- Company logo on 2 rink boards

Sponsorship: \$2,500

- 4 passes to the Toronto Scotiabank Baycrest Pro-Am Tournament
- Written recognition on all tournament signage, Draft Night signage, and Thank You ad
- \$2,500 sponsorship recognition (written) in 2014 official tournament program and Toronto Scotiabank Baycrest Pro-Am website
- Team credit of \$2,500 to fundraising totals

Hotel Sponsorship: In Kind

As a sponsor you will:

- Provide 15 hotel rooms for two nights and preferred group rates for additional rooms outside of contract
- VIP breakfast area (free of charge) for alumni in separate area
- Free use of gym, pool, WiFi, and any other hotel amenities (if applicable)

As event organizer, we will provide:

- Status as the 'Official hotel of the 2014 Scotiabank Baycrest Pro-Am'
- Category exclusivity
- Logo representation; including logo on all tournament signage, logo in all ads, full page ad in the official tournament program, logo placement on sponsorship page
- Opportunity to provide discount coupon / code in program
- 6 passes to the 2014 Toronto Scotiabank Baycrest Pro-Am Tournament



Help us "Stick it to Alzheimer's"!

Transportation Sponsorship: In kind

As a sponsor, you will:

- Provide individual pick up and drop off for all participating alumni at airport, train station or bus station (if applicable)
- Provide shuttle transportation to and from event venue to alumni hotel
- Provide gas and driver for duration of 3 day event
- Allow placement of Scotiabank Pro-Am and Baycrest promotion / decals on vehicles

As event organizer, we will provide:

- Status as the 'Official transportation sponsor of the 2014 Scotiabank Baycrest Pro-Am'
- Category exclusivity
- Logo representation; including logo on all tournament signage, logo in all ads, full page ad in the official tournament program, logo placement on sponsorship page
- 6 passes to the 2014 Toronto Scotiabank Baycrest Pro-Am Tournament

*Each table at the "Gordie Howe and Friends Luncheon" on the day of the draft night includes 9 guests, plus 1 NHL alumni with preferred seating and a special gift for each guest

The Scotiabank Baycrest Pro-Am event team will work closely with any sponsor to ensure your message is portrayed effectively throughout our venue and suits your marketing requirements. Sponsors of the Scotiabank Baycrest Pro-Am are showcased within many of our advertising materials which are presented extensively through various means of media.

For more information on Corporate Sponsorship opportunities, please contact:

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