



## Letter to Sponsors

Greetings,

After a much longer break than anticipated, The Crystal Cup Pond Hockey Challenge and Sid Davis Youth Memorial Challenge are set to return to Charlie Lake this February 24<sup>th</sup> to 26<sup>th</sup> with over 100 teams and lots of great hockey action! Due to the overwhelming success of years past, our site will be prepared to include a total of 12 player rinks including a full-size rink for the public and a separate children's area. This year we would once again like to announce our Children's Event as well happening both Saturday and Sunday from 11am to 3pm with games, relay races, guest celebrities and much, much more!

At this time, we would like to invite any sponsors wishing to participate in the event to come forward with supplies, volunteer time and/or monetary donation. Our sponsorship package has been developed to include multiple levels and recognition of sponsorship. Please see the attached pages for details. Cheques can be made out to "The Crystal Cup" and pick up can be arranged by calling the number below while company logos can be submitted to the email below. Door prizes for players are also welcome.

Our budget will go towards any supplies not covered by donation, the purchase of awards, prizes, food and organizations associated with the event. With your donation we plan to make the event bigger and better each year in hopes to attract even more national and international attention. Your sponsorship will be highly regarded for what we hope will be generations to come.

If you would like more information regarding the event, please visit our website at [www.thecrystalcup.ca](http://www.thecrystalcup.ca) or contact us by email at [info@thecrystalcup.ca](mailto:info@thecrystalcup.ca). If you are interested in becoming a sponsor for The Crystal Cup Pond Hockey Challenge, please contact:

**Neil Evans | 250-793-4524 | [neilevans@shaw.ca](mailto:neilevans@shaw.ca)**



## Sponsorship Package

### **Bronze: \$500**

Small logo at main sponsor boards on site and in newspaper post event  
Website and radio mention post event

### **Silver: \$1000**

Medium logo at main sponsor boards on site and in newspaper post event  
Website and radio mention post event

### **Gold: \$1500**

Large logo at main sponsor boards on site and in newspaper post event  
Website and radio mention post event

### **Platinum: \$2500**

X-Large logo at main sponsor boards on site and in newspaper post event  
Website and radio mention post event  
Guaranteed one 2x4 foot sponsor sign at one of 10 player rinks  
Tournament entry fee for 1 team (5 players)

### **Diamond: \$3500**

X-Large logo at main sponsor boards on site and in newspaper post event  
Website and radio mention post event  
Guaranteed one 2x4 foot sponsor sign at one of 10 player rinks  
Guaranteed 2<sup>nd</sup> sign at high traffic area within event  
Tournament entry fee for 1 team (5 players)

### **Crystal: \$5000**

X-Large logo at main sponsor boards on site and in newspaper post event  
Website and radio mention post event  
Guaranteed two 2x4 foot sponsor sign at premium rink locations  
Rotating sponsor logo on electronic event screen  
Tournament entry fee for 1 team (5 players)