



World Junior Championship Pre-Competition

Sponsorship Package



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Welcome, Sponsors!

Our community is set to host the largest event in over a decade at the Nick Smith Centre this December with the IIHF World Juniors making a stop in Arnprior. While the tournament is taking place in Ottawa, Arnprior has been selected as one of the host communities for visiting nations along with Belleville, Brockville, Carleton Place, Cornwall, Hawkesbury, and Kingston.

Arnprior is proud to host Team Latvia to Arnprior for their training camp starting December 15 and ending on December 20. Their training camp concludes on December 23 with a 7:00pm game against Latvia at the Nick Smith Centre.

The Nick Smith Centre is hosting a second pre-competition game on December 19 when Kazakhstan and Germany come to town.

The Events Team has prepared the sponsorship package below for local businesses to join in on this exciting time in Arnprior through advertising options and supporting the activities during this time. There are various levels of sponsorship to cater to each budget and interest as well as packages and exclusivity options.

Please note that sponsorships must align with Hockey Canada's exclusivity agreements and must also be approved by Hockey Canada.

Those interested in sponsoring should reach out to both contacts below.

Graeme Ivory | Director of Recreation | givory@arnprior.ca

Lucas Power | Program and Events Supervisor | lpower@arnprior.ca

Be a part of the excitement in the Road to the World Juniors!

CAMP SPONSOR



Training Camp Sponsor

December 14-24
Nick Smith Centre
Arnprior, ON



Team Latvia is set to begin their training camp at the Nick Smith Centre arriving on December 14 and continue practices daily, less December 20, at the Nick Smith Centre. This is an exclusive sponsorship opportunity

Number of Sponsors: 1
Value: \$2,000 plus HST

Sponsorship is first come, first serve.

Sponsor rights and benefits below.

Print	Digital/Audio	Social	On-Site	Additional Benefits
<ul style="list-style-type: none">Logo on all marketing materials (Print, Posters, Banners)	<ul style="list-style-type: none">Logo on advertising screen at the NSCNews story on Arnprior.ca	<ul style="list-style-type: none">Promotion and recognition on all Town posts during the marketing campaignMentioned in event storiesThank you post on social media (after the camp)Facebook and Instagram post introducing sponsor	<ul style="list-style-type: none">Event signage include logo	<ul style="list-style-type: none">Two tickets to each gameInvitation to the Latvian Gala (2 seats)

GAME SPONSOR



Pre-Comp Game Sponsor

Information

The Nick Smith Centre will play host to two (2) pre-competition games for the upcoming IIHF World Junior Championships this December. Both games will take place on Bert Hall Arena in the Nick Smith Centre with 1,000 tickets on sale for the general public through a third party ticketing system, Eventbrite. All tickets are general admission and cost \$30.00 plus applicable fees, totaling \$33.21 for entry.

The games are as follows:

Thursday December 19, 2024
Germany vs Kazakhstan
7:00PM Puck-Drop

Monday December 23, 2024
Latvia vs Switzerland
7:00PM Puck-Drop

Both games will feature a unique experience for those in attendance and one that our community will not see often. Doors open at 5:30PM with a FanFest opening at the same time. FanFest is a separate event that is included in your ticket with hockey activities in the hall including an LED net for target practice and a mini-stick arena. In FanFest you'll also find a sign making station and other local groups around to help improve the game experience.

Intermissions will also feature on-ice entertainment that could range from a youth hockey game or on-ice challenge such as shooting a puck from the blue line.

With such a large crowd expected at the Nick Smith Centre, first aid and security services have been contracted to be in attendance including the Ontario Provincial Police, St. John's Ambulance, and more.

Sponsorship Options:

Title Sponsor - \$2,500 per game - One available per game

Event Sponsor - \$1,250 per game - Three available per game

Community Sponsor - \$500 per game

All three levels are subject to HST.

Please note that Hockey Canada's partnership exclusivities apply to sponsorship options for these events. Please contact the Events Team to discuss options and availability.

View sponsor rights and benefits on page 8.

Pre-Comp Game Sponsor

Sponsorship Rights and Benefits

Benefit	Title Sponsor	Event Sponsor	Community Sponsor
Naming Rights ("Game sponsored by ...")	Yes		
Print			
Logo on all materials (Signage, Posters, etc.)	Yes	Yes	
Digital/Audio			
Mentioned on event submissions to local directories	Yes		
Mentioned in radio ad	Yes		
Logo on advertising screen at the Nick Smith Centre	Yes	Yes	
News story on Arnprior.ca	Yes	Yes	Yes
Social/Virtual			
Promotion and recognition on all Town social media posts during the marketing campaign	Yes		
Mentioned in event stories (Facebook & Instagram)	Yes	Yes	
Thank you post on social media (post-game)	Yes	Yes	Yes
Social media post introducing sponsor	Yes	Yes	Yes
On-Site Recognition			
Logo on branded giveaways	Yes		
Event signage include sponsor logo	Yes	Yes	Select Signage
PA Announcer mention sponsor	Yes	Yes	Yes
Additional Benefits			
Tickets to each game sponsored	5	2	2
Invitation to Gala Event	Yes		

View sponsorship packages and exclusivity on Page 9

Pre-Comp Game Sponsor

Packages and Exclusivity

Total Title Sponsor

Camp Sponsor and Both Games for \$6,000 (\$1,000 savings)

Intermission Sponsor

If a sponsor commits to an Event Sponsor for both games, they will have one intermission activity in their name (ex. "The Metro Intermission Hockey Game" with youth teams or "The Mackie Homes Ice Bowling Challenge")

Auto Sponsor

If an auto dealer is a Title Sponsor of a game, they may park a vehicle at the front doors AND drive a vehicle on the ice for 45 seconds during one intermission before the flood. This will also be exclusive sponsorship with no other vehicle sales dealer as a sponsor. They will be announced as the "Official Auto Dealer of the Arnprior Road to the World Juniors."

Real Estate Sponsor

Should a real estate agent or agency choose to sponsor both games (either event or community level), they will be the "Official Real Estate ... of the Arnprior Road to the World Juniors."

Health Care Provider

Should a clinic choose to sponsor both games (either event or community level), they will be the "Official Health Care Provider of the Arnprior Road to the World Juniors."

Fitness Sponsor

Should a gym or fitness centre want to sponsor both games (either event or community level), they will be the "Official Fitness Sponsor of the Arnprior Road to the World Juniors."

The Town of Arnprior is open to other official sponsorship opportunities should it align with the exclusivity agreements in place with Hockey Canada.

All opportunities are at a first-come, first-serve basis.

FANFEST SPONSOR



FanFest Sponsor

Information and Benefits

Thursday December 19, 2024

Germany vs Kazakhstan

Doors Open: 5:30PM

Puck-Drop: 7:00PM

FanFest Closes: End of 2nd Intermission

Monday December 23, 2024

Latvia vs Switzerland

Doors Open: 5:30PM

Puck-Drop: 7:00PM

FanFest Closes: End of 2nd Intermission

FanFest will take place on each gameday from 5:30pm when doors open until the end of the second intermission. This event will be included in a ticket purchase with hockey activities to partake in.

These activities will include an LED target net for accuracy shooting, a mini-stick arena and a sign making station. Community groups will also be around to enhance the visitor experience.

FanFest is an exclusive sponsorship at the value of \$2,000 which includes both games, plus HST.

Print	Digital/Audio	Social	On-Site	Additional Benefits
<ul style="list-style-type: none">Logo on all FanFest marketing materials (Print, Posters, Banners)	<ul style="list-style-type: none">Logo on advertising screenNews story on Arnprior.caMentioned on event submission to local directoriesMentioned in radio ad	<ul style="list-style-type: none">Promotion and recognition on all Town posts during the marketing campaign of FanFestMentioned in event storiesThank you post on social media (after the game)Facebook Event post introducing sponsor	<ul style="list-style-type: none">Event signage include logoPA announcer mention sponsor	<ul style="list-style-type: none">Two tickets to each game



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Arnprior.ca/WJC