



CCM World Hockey Invite

524 Teams ~ 9,956 Players ~ 1,162 Games
1 CITY

NOVEMBER 2 - NOVEMBER 5, 2017

Our Event

We are proud to offer you a wonderful and unique opportunity to meet and interact with the largest youth hockey tournament in the world November 2nd to November 5th, 2017. The **CCM World Hockey Invite** represents the most prestigious hockey event of the year. No other hockey tournament draws together such a large field of teams (**524**) from 36 different states, four Canadian provinces, and five European countries. The tournament games take place on 54 ice surfaces and 32 venues throughout the greater Chicagoland area.

Our Audience

Your CCM World Hockey Invite Sponsorship will offer you face-to-face contact with over 13,000 hockey players/coaches and provides your business exposure to more than 32,000 hockey families from around North America and Europe. Our staff will work with you to maximize your marketing dollars and reach your target audience by helping you select levels to meet your specific needs. Our captive audience drives over 15 million dollars in direct spending and has an economic impact of over \$22 million during their stay in Chicago.

Expose Your Brand!

For the past 12 years, we have extended sponsorship to many great companies and our passion is stronger than ever, as we continue into 2017 with the world's largest and best youth hockey event.

Marketing Opportunities:

Place your product directly into the hands of your core consumer! Position your company and product with key association, team, and coach/manager decision makers.

Visibility:

Positively position your brand in front of a captive audience of 32,000 hockey families. We offer website branding, signage, program ads, exhibitor space, displays, product dissemination, customized promotion, email blasts and social media. (delete this -are all available.)

Also note that exhibitor space will be limited on Thursday, November 2nd for the Chicago Blackhawks Opening Night Reception and Check In. All 524 teams check in on this evening and over 10,000 people pass through Seven Bridges Ice Arena. Please respond by October 1st, 2017 to ensure full participation in sponsorship and exhibits at our Opening Night Gala (our vendor booths have Sold Out every year so please do not delay on sending in your forms).

We will work with all our sponsoring partners to understand your marketing objectives and develop a customized program that specifically speaks to your outlined strategies.

To take advantage of the various opportunities, please contact: **Jeff Holbrook at jeff@200x85.com**



SPORTS PAVILLION / BIG TOP TENT: \$6,000.00 - One (1) available

Category Exclusivity to our **10,000** square foot Big Top Tent, located directly in front of Seven Bridges Ice Arena. This is the most desired location that a partner can hope to secure with their sponsorship.

- 15 VIP Tickets for the Chicago Blackhawks OPENING NIGHT Reception, Thursday, Nov 2nd
- Two (2) 10' x 10' Banners secured to Big Top Tent where everyone enters (vendor supplies)
- Company information inserted into each of the 524 team packages
- Your business Name, Logo, Contact Information and Link on tournament Sponsorship Page
- Two Pre-Tournament HTML Email Blasts to all Teams attending the Tournament
- Feature Two (2) Full Page Ads in Tournament Program

GOLD - \$3,000.00 - Ten (10) available – Our elite level of partnership provides your business with full access to all events and branded visibility across all formats, including website, printed material, program, press releases and exhibitor space.

- 12 VIP Tickets for the Chicago Blackhawks OPENING NIGHT Reception, Thursday, Nov 2nd
- 9' x 9' Banner at Opening Night Turf Reception, Nov 2nd, where all 524 teams check in (vendor supplies)
- Vendor Display at Welcome Reception (Premium Spot) & exhibit space at three other designated facilities
- Company information inserted into each of the 524 team packages
- Your business Name, Logo, Contact Information and Link on tournament Sponsorship Page
- Two Pre-Tournament HTML Email Blasts to all Teams attending the Tournament
- Feature Two (2) Full Page Ads in Tournament Program

SILVER - \$2,000.00 -Ten (10) available

- 10 VIP Tickets for the Chicago Blackhawks OPENING NIGHT Reception, Thursday, Nov 2nd
- 6' x 6' Banner at Opening Night Turf Reception, Nov 2nd, where all 524 teams check in (vendor supplies)
- Vendor Booth Display at Welcome Reception and exhibit space at two other designated facilities
- Company information inserted into each of the 524 team packages
- Your business Name, Logo, Contact Information and Link on tournament Sponsorship Page
- One Pre-Tournament HTML Email Blast to all Teams attending the Tournament
- Feature One (1) Full Page Ad in Tournament Program

BRONZE - \$1,000.00 - Fifteen (15) available

- Five VIP Tickets for the Chicago Blackhawks OPENING NIGHT Reception, Thursday, Nov 2nd
- 6' x 6' Banner at Opening Night Turf Field Reception, Nov 2nd, where all 524 teams check in
- Vendor Booth Display at Welcome Reception and company info inserted in each team bag.
- Your business Name, Logo, Contact Information and Link on tournament Sponsorship Page
- Feature One (1) Full Page Ad in Tournament Program



Vendor Booth for Opening Night Only - Thurs, Nov 2nd- \$600.00 (no in-kind accepted as trade out)

We are offering space at Seven Bridges for the Opening Night where all 524 teams check in. The Opening Night is also free to all attendees. In addition to the Team Check In/Reception there will be Youth Feature Games, CCM Activation (Demo), Interactive activities (eight games from the HHOF) along with sports celebrity appearances. The Opening Night typically draws 10,000-plus people, including hockey players, coaches and fans to our exhibit booths, which are located under the Big Top Tent in front of Seven Bridges Ice Arena. Space is limited to Gold, Silver and Bronze sponsors as well as "Vendor Booth Only" space for Opening Night.

Standard booth sponsorship includes:

- 10' - x 10' booth area
- 8-foot background drape (sponsor provides own signage)
- 3-foot side dividers
- One, 6-foot draped table
- Two padded side chairs

***All Gold, Silver, and Bronze Sponsors** are responsible for providing the banner (for the Turf Reception) and any signage at your display booth. We do have a relationship with a company that offers the following prices, if interested: 9' x 9' for \$190.00 or a 6' x 6' for \$90.00. **Gold & Silver** Sponsors are also responsible for the company information insert you would want placed into each of the 524 team bags. If you wish each player's family to receive a copy of your information, you will need to prepare 524 x 20 packets, separated, ahead of time. You may also prepare 524 insertions for each team manager/or coach to receive in the team bag. Our staff will insert either of the above into each team bag. Gold/Silver Level partners would email us the HTML blast you would like sent out to all 492 teams, prior to the tournament starting. Partners would also provide a company logo and link so we may add your business to our Sponsor page on the tournament web site.

Restaurant & Team Party Package - \$200.00 As part of the CCM World Hockey Invite AAA Tournament, a restaurant team party packet will be sent out ahead of time to all 524 participating teams. The Designated restaurant will prepare a flyer to include their restaurant, where teams can have meals and group parties at a discounted rate. The \$200.00 would also include a full page ad in our program book (\$300.00 Value). As part of this lower rate the restaurant would also donate a gift certificate for \$100.00 for our Opening Night Reception Gala raffle prizes. We will have close to 30,000 people looking for a place to dine and have fun.

Tournament Program Ads - See Payment Page (following) for Price 15,000 Souvenir Programs will be distributed during the course of the three day tournament. Full Page, Half Page and Quarter Page Ads are available.

In-Kind Donations - Donate items that will offset tournament expenses or enhance the event. For our Opening Night Reception, examples include food and beverage items, hockey related raffle prizes, restaurant gift certificates, player/coach gifts, and more. If approved, the companies who make in-kind donations will receive the sponsorship benefits equivalent to 2/3 the value of the donation. For example if the company donates \$3,000.00 worth of product, they would get the benefits of an exhibitor who paid \$2,000.00 for the Silver Level Sponsorship. For in-kind sponsors who wish to simply advertise in our tournament program book, you will receive an ad credit equivalent toward a Full Page Ad in the Program (\$300 is the price of a full page ad, so the \$300 of product is applied toward this fee).

2017 Sponsor Information Page

Business Name: _____

Address: _____

Street: _____

City: _____

State/Province: _____ Zip/Postal Code: _____

Contact Name: _____ Phone: _____

E Mail: _____

Sponsorship Level

Gold - \$3,000.00

Silver - \$2,000.00

Bronze - \$1,000.00

Vendor Booth Only - \$600.00

Restaurant - \$200.00 (plus \$100 GC)

Full Page 8" x 10" Program Ad - \$300.00

1/2 Page 4" x 5" Program Ad - \$200.00

1/4 Page 2" x 2.5" Program Ad - \$100.00

In-Kind Donation Item

Important Information!

Deadline for ads: need to be in the office by **October 2nd, 2017**

PDF Doc - Black & White—MAC based only not PC Format

Trim Size 8 3/8" x 10 7/8" - min 1/2": bleeds all sides

1/4" from all edges for type on live area

Email PDF Document to **kmhinc@aol.com**

Make all checks out to: **200 X 85 LLC.**

Mail this page and payments to:

200 X 85 LLC

6690 South Rte 53

Woodridge, IL 60517