



Hockey Helping Kids Sponsorship Proposal



10th Anniversary Tournament
May 24th, 2025
Joshua's Creek Arenas



About Us

Every year, Smilezone Foundation proudly hosts an exciting 12-hour Hockey Tournament at Joshua's Creek Arena in Oakville. This action-packed event helps raise the funds needed to create new “Smilezones” in hospitals/health centres across Canada, spreading joy to children in need.

Each team competes in four fast-paced recreational games throughout the day, and every team is joined by a celebrity pro player.

- **14 Sold-out Teams with more than 200+ local players**
- **Both Men and Women divisions**
- **14 Celebrity Pro's participating**
- **50+ Local Volunteers**
- **+ Many Friends, Family & Community Members!**

After an incredibly successful 2024 tournament, which raised over \$200,000, we're excited to celebrate the **10th Anniversary of our Hockey Helping Kids Tournament in 2025**. This landmark year promises to be our biggest and most exciting yet!

Learn More: www.hockeyhelpingkids.com



\$25,000

Legendary Package

What is Included

- Hockey Rink
- Celebrity Hockey Jerseys
- Team Jerseys (14 teams)
- 10th Anniversary t-shirts for players
- Meals for players: Breakfast and Lunch
- Fan Festival Tent 30x80:
 - NHL Trophy Display
 - Hot Stove
 - Silent Auction
 - Kidzone: Face Painting & Balloon artist

Sponsorship promotion

- **Hockey Rink:** Presenting Sponsor (Logo on both Blue and Red Rinks)
- **Fan Festival:** Branding at event entrance
- **Hot Stove Stage:** Sponsorship logo on stage signage
- **Players Lounge:** Logo on banners in the players lounge
- **Team Apparel:** Logo on hockey jerseys & 10th-anniversary t-shirts
- **Additional Signage:** Branding throughout event areas



\$15,000

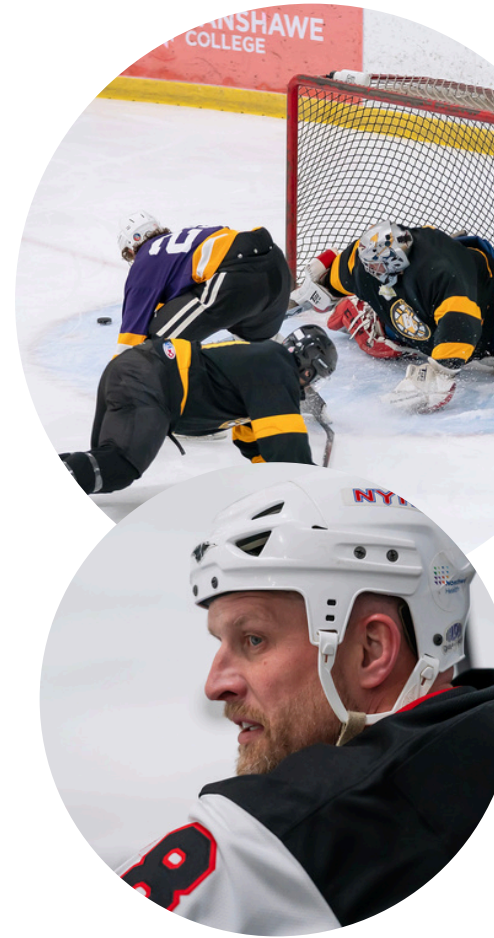
Diamond Package

What is Included

- Celebrity Hockey Jerseys
- Team Jerseys (14 teams)
- 10th Anniversary t-shirts for players
- Meals for players: Breakfast and Lunch
- Fan Festival Tent 30x80:
 - NHL Trophy Display
 - Hot Stove
 - Silent Auction
 - Kidzone: Face Painting & Balloon artist

Sponsorship promotion

- **Fan Festival:** Branding at event entrance
- **Hot Stove Stage:** Logo on prominent signage
- **Players' Lounge:** Logo on banners in the players lounge
- **Team Apparel:** Logo on hockey jerseys & 10th-anniversary t-shirts



\$10,000

Platinum Package

What is Included

- Fan Festival Tent 30x80:
 - NHL Trophy Display
 - Hot Stove
 - Silent Auction
 - Kidzone: Face Painting & Balloon artist
- Meals for players: Breakfast and Lunch

Sponsorship promotion

- **Fan Festival Tent:** Branding at event entrance
- **Players' Lounge:** Logo on banners in the players lounge



\$5,000

Gold Packages

These \$5,000 sponsorship opportunities are uniquely crafted to help us celebrate the significance of this exclusive 10th anniversary tournament.

***Please note: \$5,000 level sponsors have the option to split the total amount between a monetary donation and an 'in kind' donation of company product/goods.**

Option 1: Players Lounge Food & Beverage Sponsor - \$5,000

- Provide breakfast, lunch, or dinner support for all players
- Company logo on personal banner in the Players Lounge
- Company logo featured on rink signage, in the "Fan Fest" Village, on the Hockey Helping Kids website, and across all Smilezone Hockey Helping Kids digital communications
- Opportunity to include company-branded items (swag) in 300 tournament gift boxes
- Public announcement of company name and participation during most games
- Featured Post on Hockey Helping Kids Social Media
- Invitation to attend the annual after-party
- Business expense receipt provided

Option 2: Locker room sponsor - \$5,000

- Company logo featured exclusively on locker room doors and prominently displayed on interior walls (14 rooms guaranteed)
- Logo featured on rink signage, in the "Fan Fest" Village, on the Hockey Helping Kids website, and across all Smilezone Hockey Helping Kids digital communications
- Opportunity to include company-branded items (swag) in 300 tournament gift boxes
- Public announcement of company name and participation during most games
- Featured Post on Hockey Helping Kids Social Media
- Invitation to attend the annual after-party
- Business expense receipt provided



\$5,000

Gold Packages

Option 3: the hot stove stage - \$5,000 **SOLD**

- The company logo is prominently displayed on stage signage behind the interview set.
- Logo featured on rink signage, in the "Fan Fest" Village, on the Hockey Helping Kids website, and across all Smilezone Hockey Helping Kids digital communications
- Opportunity to include company-branded items (swag) in 300 tournament gift boxes
- Public announcement of company name and participation during most games
- Featured Post on Hockey Helping Kids Social Media
- Invitation to attend the annual after-party
- Business expense receipt provided



Option 4: fan fest hockey hall of game trophies sponsor - \$5,000

- Hart Memorial Trophy, James Norris Memorial Trophy, Maurice "Rocket" Richard Trophy, and Vezina Trophy
- The company logo is exclusively displayed on trophy station signage in the Fan Fest Village, where players and the public will have photo opportunities with the trophies. The logo is also featured on rink signage, the Hockey Helping Kids website, and across all Smilezone Hockey Helping Kids digital communications.
- Opportunity to include company-branded items (swag) in 300 tournament gift boxes
- Public announcement of company name and participation during most games
- Featured Post on Hockey Helping Kids Social Media
- Invitation to attend the annual after-party
- Business expense receipt provided

\$3,000

Silver Packages

Please note: \$3,000 level sponsors have the option to split the total amount between a monetary donation and an 'in-kind' donation of company products/goods.

Option 1: Silent Auction Sponsor - \$3,000

- Company logo displayed on Silent Auction cardboard signage
- Opportunity to include company-branded items (swag) in 300 tournament gift boxes
- Public announcements of company name and participation during most games
- Recognition on Smilezone Hockey Helping Kids social media platforms
- Featured on the Hockey Helping Kids website
- Featured Post on Hockey Helping Kids Social Media
- Invitation to attend the annual after-party
- Business expense receipt provided

Silent Auction items are being accepted. For more information, please contact Lisa Le at Lle@smilezone.com. Thank you for your generous support!

Option 2: Hat Trick Sponsor - \$3,000

- For each Hat Trick scored, a \$300 donation is made to Smilezone, with a maximum donation cap of (10 Hat Tricks).
- Signage on Rink Board as "Presenting Sponsor" with tally marks showing each Hat Trick Scored
- Public announcement of the company name with every Hat Trick scored and during most games
- Recognition on Smilezone Hockey Helping Kids social media platforms
- Featured on the Hockey Helping Kids website
- Featured Post on Hockey Helping Kids Social Media
- Invitation to attend the annual after-party
- Business expense receipt provided



\$2,000

Bronze Packages

Please note: \$2,000 level sponsors have the option to split the total amount between a monetary donation and an "in kind" donation of company products/goods.

OPTION 1: SWAG BAG SPONSOR - \$2,000 **SOLD**

- The company logo is prominently displayed on all 300 gift boxes and general event signage at the rinks
- Public announcements of company name and participation during most games
- Recognition on Smilezone Hockey Helping Kids social media platforms
- Featured on the Hockey Helping Kids website
- Featured Post on Hockey Helping Kids Social Media
- Invitation to attend the annual after-party
- Business expense receipt provided

OPTION 2: AFTER PARTY SPONSOR - \$2,000 **SOLD**

- Company logo displayed on general event signage at the rinks
- Company logo featured on a banner at the after-party event space
- Public announcements of company name and participation during most games
- Recognition on Smilezone Hockey Helping Kids social media platforms
- Featured on the Hockey Helping Kids website
- Featured Post on Hockey Helping Kids Social Media
- Special recognition during the after-party event
- Business expense receipt provided



SPORTS PUB
EST. 1979
Monaghan's
GRILL

\$1,000

Friends of Smilezone Packages

OPTION 1: ICE INSURANCE SPONSOR - \$1,000

- Company logo displayed on general event signage
- Public announcements of company name and participation during most games
- Recognition on Smilezone Hockey Helping Kids social media platforms
- Featured on the Hockey Helping Kids website
- Featured Post on Hockey Helping Kids Social Media
- Invitation to attend the annual after-party
- Business expense receipt provided

OPTION 2: HEALTH AND WELLNESS SPONSOR - \$1,000

- Provide on-site wellness services for players, such as massage/chiropractic care, smoothies, protein bars, etc.
- Opportunity to display company advertising on-site
- Public announcements of company name and participation during most games
- Recognition on Smilezone Hockey Helping Kids social media platforms
- Featured on the Hockey Helping Kids website
- Featured Post on Hockey Helping Kids Social Media
- Invitation to attend the annual after-party
- Business expense receipt provided

OPTION 3: SNACKS AND REFRESHMENTS SPONSOR - \$1,000

- Provide snacks and/or non-alcoholic refreshments for players and volunteers
- Company logo displayed on or near food station tables during meal service
- Public announcements of company name and participation during most games
- Recognition on Smilezone Hockey Helping Kids social media platforms
- Featured on the Hockey Helping Kids website
- Featured Post on Hockey Helping Kids Social Media
- Invitation to attend the annual after-party
- Business expense receipt provided





Smilezone Foundation

Our Mission

Smilezone Foundation's mission is to make tough days a little brighter for kids receiving treatment in hospitals and health care facilities.

Our Impact



Over 350,000 Children and Families impacted



Over 400+ Smilezones across Canada



90+ Communities served accorss Canada

Our Story

Smilezone Foundation is a registered charity based in Oakville, ON, founded in 2012 by **Adam Graves** and **Scott Bachly**.

Our expert design team transforms spaces like **waiting rooms, playrooms & treatment rooms** in hospitals and other health facilities - **over a single weekend!**

Our bright, comforting and engaging "Smilezones" include: colourful murals, comfortable furniture, interactive games and technology, and more - to create an uplifting experience for kids!



We install Smilezones across Canada, including several in or around the Oakville area! Here's a look at some of our local projects:

- ***Lighthouse Centre, Oakville***
- ***Oakville Trafalgar Memorial Hospital, Oakville***
- ***Joseph Brant Hospital, Burlington***
- ***ErinoakKids (Mississauga and Oakville Locations)***
- ***Credit Valley Hospital, Mississauga***



THANK YOU

We're excited about the possibility of Hockey Helping Kids
& Piper Foods partnering for the 10th Annual
Hockey Helping Kids Tournament!



For partnership inquiries or questions, please contact us:

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