

What It's All About

The Canadian Pond Hockey Championship is an initiative of the Kinsmen Club of Bolton to introduce a winter challenge to lovers of the game and give them an opportunity to play and watch the Canadian game as it was originally conceived. The event was inspired by a similar tournament, The "World Pond Hockey Championship" begun in 2001 in Plaster Rock, New Brunswick (www.plasterrock.com) and others in western provinces and US states.

The rules of pond hockey are simple: non-contact play, four-on-four players on-ice with four man rosters, no goalie or body blocking shots on a goal that is a "net" of regulation width but only 10 inches high.

The venue for the event is the lake in Albion Hills Conservation Area off Hwy 50 between Bolton and Palgrave, Ontario which has both the 20 acre lake resource but also full food, beverage and restroom facilities. The open-air pond is of sufficient size to accommodate 8 rinks, each 75 ft wide by 150 ft deep.

Located an easy drive from the Toronto area, the event will attract thousands of adults and families as spectators. Spectator contests, a supervised family skate area is also planned for the event as added attractions.

The date is set for February 16-17, which is historically in the middle of the coldest period of the year, minimizing the risk of adverse weather that for this event is unseasonably warm weather. 2008 also marks the first ever the "Family Day" long weekend which coincides with our event.

In this second year of this annual event, teams from across Canada and North America are challenged to participate within 8 divisions of 6 teams each for a total of 48 teams. The Championship will begin with a qualifier round robin play where each team will compete with the other five teams in their division. The 8 division winners and the next 8 highest scoring teams will advance to the championship playoffs.

Some of these divisions may be industry divisions, for example, there may be one or two firefighter, police or other divisions where the winners can brag of being the industry champions (even if only in the qualifier series).

Visit our web site!

www.canadianpondhockey.ca



**Family Day
Long Weekend
February 16-17**

2008

**Albion Hills
Conservation
Area**

**Sponsorship
Program**

(make cheque payable to)

Kinsmen Club of Bolton

35 Chapel Street
Bolton, Ontario
L7E 1A2

Your Contact

Sponsorship Levels & Benefits

Among the benefits all sponsors will enjoy are:
The activity is outdoors, clean and athletic played by people who have no better reason than love of the game. An ideal event to be identified with.

- The demographics of this event covers athletes aged 19 to middle age and spectators of all ages from around Toronto and the surrounding area.
- Sponsors will be featured prominently at the event.
- The sponsorship fee is small relative to the value it can bring. Used appropriately in advertising and promotion, the fee is less than a photo shoot with an agency and professional models.
- Sponsors will have first right of refusal to be associated with subsequent tournaments.

Major Sponsor (\$5,000+)

Major Sponsors will be treated like organizer partners in this prestigious event. Among the benefits of being a major sponsor are:

- Logo of choice, equal in size to and alongside the Kinsmen logo, will be prominently featured on the Canadian Pond Hockey Championship website www.canadianpondhockey.com and in all of our advertisements and publications.
- Banners, posters and props as the sponsor may wish can be displayed at the event (sizes and numbers within reason).
- Receive top billing as a Major Sponsor at the event.
- Have a Division named in their honour.
- If appropriate, Major Sponsor products will be sold to the exclusion of others at the event.
- If desired, Major Sponsors will be able to setup product displays at the event.
- Major Sponsors will be allowed to claim they are "An Official Sponsor of The Canadian Pond Hockey Championship" in their own advertising and promotions

Division Sponsor (\$1,000+)

There are a total of 8 Divisions, each with 6 teams in round robin play. Some of these divisions will be designated to industry specific teams with Media, Firefighter, Police and EMS planned at the outset. The majority of divisions will be general and these will be organized such that the average age of team rosters will be roughly the same in each division. The winning team in each division will receive medals for that named division.

Each division will be associated with an identified sponsor (example "The Acme Tire Division") so will receive lots of exposure at the event.

Note there are only 16 possible divisions available for sponsorship and some of these are reserved for Major Sponsors.

Rink Sponsor (\$300+)

There are a total of 8 Rinks that will be active through-out the round robin play. During the playoffs, we will begin with 8 rinks, then 4 rinks, then 2 and finally one rink for the Championship game. All of these rinks (except the Championship rink) will have a Sponsor rink named in their honour in order of their sponsorship payment (i.e. the two highest paying sponsors will be associated with the two semi-final rinks and so on).

Net Sponsor (\$150+)

There are a total of 16 Nets in the event and each net will have a designated sponsor.

Net Sponsorship is an ideal level for small businesses, professionals, real estate agents and other individuals who would like to be associated with this event.

ALL SPONSORS WILL BE ACKNOWLEDGED AT THE EVENT, THE EVENT WEBSITE AND PRESS RELEASES.

GET On The Pond!

Join Kinsmen
as a Sponsor for this
Great Event
Today

Sponsor Information

Contact Name:

Sponsor Name:

Street Address:

City

Prov/stateZip/Postal Code

email address

Phone