



**Ottawa Girls Hockey Association**  
**Ottawa Capital Classic**  
**House League Tournament**  
February 11-14, 2010

**Sponsorship Package**



The Ottawa Girls Hockey Association (OGHA) is proud to host the 2<sup>nd</sup> Annual Ottawa Capital Classic House League Hockey Tournament on February 11 – 14, 2010.

This is an Ontario Women's Hockey Association-sanctioned event, and we are expecting 59 teams from across Ontario and Quebec to participate. Many of these teams will be representing local teams from the City of Ottawa and surrounding towns and regions.

### **How You Can Help Support Minor Hockey**

OGHA's commitment to hockey and our community through this tournament becomes stronger with the financial and in-kind support of local community and business partners. This sponsorship package outlines how you can support this tournament and minor hockey in Ottawa while at the same time gain brand exposure in front of the 900 hockey players and the additional coaches, managers, parents and fans that will be participating and attending this year's hockey tournament.

We are looking for both financial and in-kind (gifts and prizes) support that will make this year's event even better than the inaugural tournament held in 2009. This year's event has grown by over 35% in the number of teams and participants that will be in Ottawa over the February long weekend.

***We look forward to your support and thank you for your consideration!***

**For More Information on Sponsorship Opportunities - Contact Scott Nowlan  
scottnowlan@gmail.com or 613-986-8465**



## **About the OGHA**

The Ottawa Girls Hockey Association (OGHA) was incorporated in 2000 and formerly operated as Bel Air Women's Hockey Association for close to 20 years. It has grown into a vibrant association providing over 400 girls the opportunity to play hockey in the Ottawa area. Players range in age from 5 to 21 and in skill level from new players to competitive 'A' players. The association includes both House League and Competitive teams at most age levels.

The OGHA is a member of the Metro Ottawa Girls' House League (MOGHL) and the Ottawa District Women's Hockey Association (ODWHA). MOGHL includes house league teams from the Gloucester, Kanata, Nepean and Ottawa Girls' Associations and the ODWHA includes competitive teams from all across the region. MOGHL and ODWHA are responsible for providing the game schedules and organizing the referees in their respective house and competitive leagues in accordance with the rules set out by the Ontario Women's Hockey Association (OWHA).

Through our commitment to girls hockey we are supporting the growth and development of a sporting and team culture for the young women of our community. We are proud of the achievements of our girls and young women and we are thankful to their families, our volunteers and our sponsors for supporting the work that we do!

## **What is the Opportunity for your Brand?**

While the breadth of your brand exposure will differ depending on the level of your sponsorship, here are some basic statistics that you should consider:

- 59 participating hockey teams playing over three days across 6 hockey venues in central Ottawa. Many of these teams are from Ottawa and the close surrounding area.
- A number of teams from out of town that will be staying in our hotels, eating in our restaurants and visiting Ottawa venues and interesting sites over this Winterlude long weekend
- 900 female hockey players from ages 7 to 21 years

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- Over 2000 additional participants – coaches, managers, parents, family and friends
- 1000 printed Programs highlighting schedules, maps and “things to do in Ottawa” stories with our sponsors logos. Each player’s family will receive a Program and visit at least one of the arenas
- Posters in all 6 arenas with sponsor’s logos
- Opportunities for banners to be hung in these arenas
- Sponsor logos on our tournament web site for the next 12 months with hot links direct to your business web sites

And most importantly...

- The unending gratitude of our tournament committee and all the players and teams of the OGHA – *what could be more valuable?*

***The pages that follow outline the various levels of sponsorship that we are looking for. Please remember we are open to your ideas for how you can support this important community event.***

## **Arena Locations**

Games throughout the Tournament will be played at the following arenas:

Host Arena (Registration etc.)

- J.A. Dulude - 941 Clyde, Nepean

Main Arenas

- McNabb – 180 Percy, Ottawa
- Carleton – Carleton University Campus
- Brewer – 151 Brewer, Ottawa
- Tom Brown – 141 Bayview, Ottawa
- Fred Barrett - 3280 Leitrim, Gloucester

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## Sponsorship Levels

There are various opportunities for your organization to participate. From \$2500 to \$100 and/or the donation of gifts in kind, we are able to tailor sponsorship packages to suit the needs of our corporate partners. We are always looking for unique and innovative ways to better assist our partners in receiving a stronger return on investment.

The table shown below illustrates our packages.

Sponsor Level	Primary Sponsor	Gold	Silver	Bronze	Gifts In Kind
<b>Benefit</b>	\$ 2,500.00	\$ 1,000.00	\$ 500.00	\$ 100.00	NA
Title sponsor / Event Name	√	--	--	--	--
Industry Exclusivity	√	--	--	--	--
Logo on All Tournament Material	√	√	--	--	--
Promo Material in All Player Gift Bags	√	√	√	--	--
Advertising at Arenas	2 x 5m Banner	1 x 5m Banner	Own Poster	--	--
Ad in Tournament Program	Full Page	Half Page	Quarter Page	Bronze Sponsor Page	Gifts Page
Logo on Tournament Web Home Page	√	√	√	√	√
Booth space at Main Arena (if desired)	√	√	--	--	--
Mention in all press releases	√	√	--	--	--
Opportunity to Present Trophies & Awards	√	√	--	--	--

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