

## COMMUNITY ENGAGEMENT: **OPPORTUNITY**



### **The Inclusion Cup**

*Everybody's included. Everybody wins!*

**Inclusion BC** is a non-profit organization that advocates for people with intellectual disabilities and their families in British Columbia. We enhance the lives of children and youth with special needs, and adults with intellectual disabilities, by supporting their abilities, advancing rights and creating inclusive communities.

In February 2020, we are bringing the **Toronto Maple Leafs Alumni** to B.C. for a three-game charitable hockey tour to support community inclusion. The games will be played in packed arenas in Victoria, Port Alberni and Chilliwack with in-town support from our member agencies. The Leafs will face-off with a team of local players in each community. (Almost all local player spots are sold out!) So, there will be lots of excitement and media coverage — TV, radio, newspaper, and social media.

This is an opportunity for the Inclusion Cup sponsors to participate as leaders at their local community events with centre-ice placement, engage with members of their community through volunteering and mentoring opportunities, and publicly demonstrate their commitment to inclusion and diversity.

---

#### **Inclusion Cup Community Sponsorship:** starting from \$5,000

BC Hockey Tour with the **Toronto Maple Leafs Alumni** to support community inclusion  
Victoria • Port Alberni • Chilliwack • February 20, 21, and 22, 2020

---

- **Three Big Games:** Engage the local communities in Victoria, Port Alberni and Chilliwack
- **Centre-Ice Profile:** On-ice intros, Jumbotron, and PA announcements at 3 games (12,500 attendees)
- **Community Investment:** Public demonstration of your commitment with centre-ice announcement of your gift/donation to community inclusion
- **Publicity:** Thank you! in press releases (5,000+), Inclusion BC newsletter (10,000+ impressions), Inclusion BC website (30,000+ hits monthly), and our annual report (2,500+ impressions)
- **Social Media:** Shout-outs to 8,000+ followers and Inclusion BC media (15,000+ impressions)
- **Paid Media:** Top placement in all Inclusion Cup/ Maple Leaf Alumni promotion and paid media (150,000 + impressions)
- **Tickets:** 36 Complimentary tickets, 12 each game, plus VIP access to meet the Maple Leaf players
- **Mentorships:** Opportunity for staff to mentor job-seekers with disabilities through MentorAbility
- **Volunteering:** Opportunities for staff to volunteer at games and with our member agencies

---

**Participating Organizations:** Inclusion BC, Lifetime Networks Victoria, Port Alberni Association for Community Living, Chilliwack Society for Community Living, and Toronto Maple Leafs Alumni (MLSE)

**www.inclusionbc.org** • Contact: Billiam James, [bjames@inclusionbc.org](mailto:bjames@inclusionbc.org), 778-997-4466

# INCLUSION CUP SPONSORSHIP: MAJOR LEAGUE



## Get in the game!

**Inclusion Cup, BC Hockey Tour with the Toronto Maple Leafs Alumni Team**  
February 20, 21, and 22, 2020: Victoria • Port Alberni • Chilliwack

Sponsorship Level:	CHAMPIONSHIP	TOUR	GAME
Branding with Tour Title	Branded Tour Title		
Participation	Full Tour: Three (3) Games	Full Tour: Three (3) Games	Single Game
Media Placement	Top Position (Full Tour)	Anchor Position (Full Tour)	Game Position (One Game)
Game Announcements	Centre-Ice Introduction/PA	Centre-Ice Welcome/PA	Centre-Ice Welcome/PA
Jumbotron	Rotating Banners	Rotating Banners	Rotating Banners
Game Day Programs	Front-cover Logo Inside Full-page (Full Tour)	Back-cover Logo Inside Full-page (Full Tour)	Front-cover Logo Inside Full-page (One Game)
Social Media	Full Tour	Full Tour	One Game
Public Relations	Provincial Press Release to Television, Radio and Print	Provincial Press Release to Television, Radio and Print	Local Press Release to Television, Radio and Print
VIP: Maple Leaf Players	36 tickets (12 each game)	30 tickets (10 each game)	10 tickets local game
Game Admission	36 tickets (12 each game)	30 tickets (10 each game)	10 tickets local game



# INCLUSION CUP SPONSORSHIP: **MAJOR LEAGUE**

## **Championship Sponsor: \$25,000**

- Championship placement and naming of the Inclusion Cup tour with your company brand
- Top placement in all Inclusion Cup/Maple Leaf Alumni promotion and paid media (150,000 + impressions)
- Center-Ice Introduction and PA announcements at all three game locations
- Front-cover branding placement and full-page ads in Game Day programs for all three games
- Rotating banner on jumbotron and announcements at all three games (12,500 attendees)
- Championship Profile on Inclusion Cup website with links to your online platforms (15,000+ impressions)
- Thank you in press release (5,000+), Inclusion BC newsletter (10,000+ impressions), Inclusion BC website (30,000+ hits monthly), and annual report (2,500+ impressions)
- Social media shout-outs to 8,000+ followers
- 36 Complimentary tickets, 12 each game, plus access to the VIP reception to meet the Maple Leaf players

## **Tour Sponsor: \$12,500**

- Tour Placement in Inclusion Cup/Maple Leaf Alumni promotion and paid media (150,000 + impressions)
- Centre-Ice Welcome and PA announcements at all three game locations
- Back cover branding placement and full-page ads in Game Day programs for all three games
- Rotating banner on jumbotron and announcements at all three games (12,500 attendees)
- Tour Profile on Inclusion Cup website with links to your online platforms (15,000+ impressions)
- Thank you in press release (5,000+), Inclusion BC newsletter (10,000+ impressions), Inclusion BC website (30,000+ hits monthly), and annual report (2,500+ impressions)
- 30 Complimentary tickets, 10 each game, plus access to the VIP receptions to meet the Maple Leaf players

## **Game Sponsor: \$5,000**

- Local placement in Inclusion Cup/Maple Leaf Alumni promotion and paid media (20,000 + impressions)
- Centre-Ice Welcome and PA Announcements at the sponsored local game location
- Full-page ad in Game Day Program (3,500 attendees) and announcement during the game by broadcaster (3,500 attendees)
- Game sponsor profile on Inclusion Cup website with links to your online platforms (15,000+ impressions)
- Thank you in local press release (5,000+), Inclusion BC newsletter (10,000+ impressions), Inclusion BC website (30,000+ hits monthly)
- 10 Complimentary tickets at local game, plus access to the VIP reception to meet the Maple Leaf players

# Get in the game with the champions



## Inclusion Cup

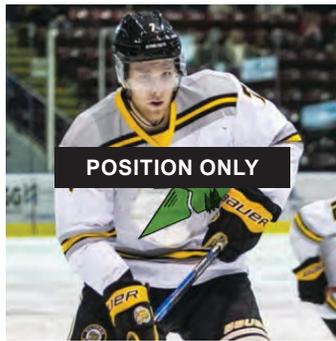
*Everybody's included. Everybody wins*

### 2019 Inclusion Cup Hockey Tour with the Toronto Maple Leafs Alumni Team



POSITION ONLY

Nik Antropov  
Toronto Maple Leafs Alumni



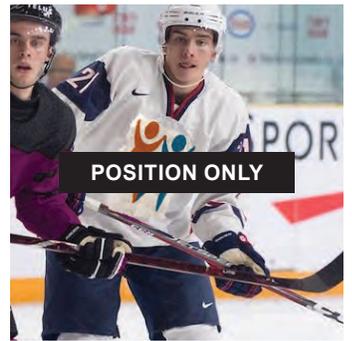
POSITION ONLY

Craig Summers  
Port Alberni PAACL



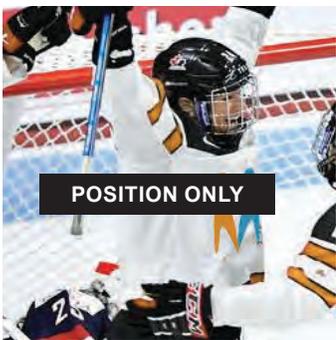
POSITION ONLY

Al Iafrate  
Toronto Maple Leafs Alumni



POSITION ONLY

Local Player  
Victoria LNV Nets



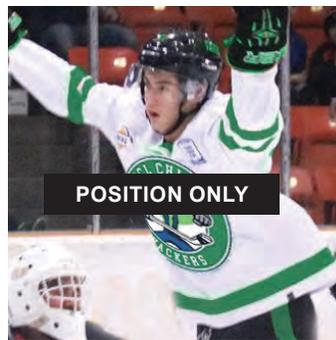
POSITION ONLY

Carlene Thompson  
Victoria LNV Nets



POSITION ONLY

Wayne Primeau  
Maple Leafs Alumni



POSITION ONLY

Jeff Gilbank  
CSCL Chilly Wackers



POSITION ONLY

Rick Vaive  
Toronto Maple Leafs Alumni

*Note: Maple Leaf Alumni Team roster may include Curtis Joseph, Darcy Tucker, Steve Thomas, Rick Vaive, Gary Leeman, Nik Antropov, Al Iafrate, Harold Druken, Wayne Primeau, Mike Zigomanis, Christian Hanson, Kevin Maguire, Dave Reid, and/or other players.*

#### VICTORIA

Victoria Nets (LNV)  
vs  
Toronto Maple Leafs Alumni

#### PORT ALBERNI

Port Alberni Packers (PAACL)  
vs  
Toronto Maple Leafs Alumni

#### CHILLIWACK

CSCL Chilly Wackers  
vs  
Toronto Maple Leafs Alumni

Thursday, Feb 20, 2020  
7:00 pm  
Save on Foods Memorial Centre,  
Victoria, BC



Friday, Feb 21, 2020  
7:00 pm  
Alberni Valley Multiplex  
Port Alberni, BC



Saturday, Feb 22, 2020  
7:00pm  
Prospera Centre  
Chilliwack, BC



SPONSOR #1

SPONSOR #2

SPONSOR #3

SPONSOR #4

SPONSOR #5

SPONSOR #6