

24 Hours of Hockey



**Fundraising Event
Sponsorship Opportunity**

December 3, 2019
(Giving Tuesday)





Only 1% of new Canadians

will have an opportunity to play hockey, yet 71% express an interest in the game

\$3,700

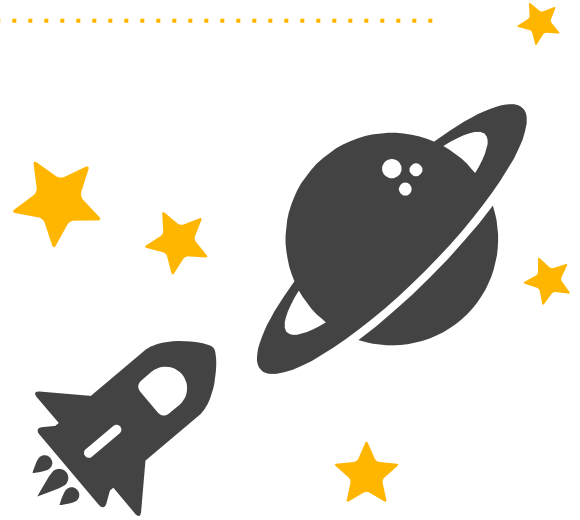
is the estimated cost for 1 youth (aged 11-17) to play 1 year of minor hockey

80% of our youth

feel socially included after participating in Hockey 4 Youth



Our Mission



To remove barriers and increase access for new Canadian and low-income youth to play hockey at no cost while providing life skills development through our T.E.A.C.H. program

"The only barrier should be the boards." - Moezine Hasham



The Event

- 24 Hours of Hockey is our primary fundraiser for the 2019/2020 season
- Starts at 8am on December 3, 2019 (Giving Tuesday) and ends at 8am on December 4, 2019
- Event venue: to be confirmed



The Participants

- Business professionals, supporters of Hockey 4 Youth & hockey players of all levels
- Our goal is to have 200 players (women & men) participate over the 24 hours
- Have a family skate in the evening (from 6pm - 8pm)



Your support is creating impact



Sponsor Options



The Scorer - \$10,000

1. Title Sponsor (presented by...)
2. 10 players in 24 Hours of Hockey
3. Primary logo placement on promotional materials & jerseys
4. Central logo placement in venue
5. Mention in all media coverage leading up to & during event
6. Opportunity to speak at opening and closing
7. Targeted social media posts focusing on your support of H4Y



The Playmaker - \$5,000

1. Secondary logo placement on promotional materials and jerseys
2. 5 players in 24 Hours of Hockey
3. Secondary logo placement in venue
4. Opportunity to speak at opening or closing ceremony
5. Targeted social media posts focusing on your support of H4Y
6. Mention in some media coverage leading up to & during event



The Defender - \$2,500

1. Tertiary logo placement on promotional materials and jerseys
2. 2 players in 24 Hours of Hockey
3. Tertiary logo placement in venue
4. Targeted social media posts focusing on your support of H4Y
5. Mention in social media posts leading up to & during event



Student profile

Having arrived in Toronto in 2017, Hong began as a participant in the 2018-2019 season. Not knowing how to skate...she was convinced by Head Coach Moe Hasham to join. As Hong explains, *“hockey taught me that if you want to do it, do it. Practice, stay determined; you will get it. I remember the first day I stepped on the ice. The first step, I fell. Then the Coach came and said to me that everyone falls at first, keep trying, you will be able to stand on the ice. Yes, we fall, but the question is: Will you stand up and start again? And if you fall again? Stand up because you will get it one day.”*





#GivingHockey starts with you!

@Hockey4Youth   

www.hockey4youth.org

