

Canada 150 Hockey Days in Kazakhstan

SPONSORS

May 20-21, 2017

Celebrating Canada's 150th & Promoting Canada-Kazakhstan cooperation through shared passion for hockey

Canada 150 Hockey Days in Kazakhstan will celebrate:

- Canada's 150th birthday;
- 25th anniversary of official bilateral relations with Kazakhstan, and;
- several hockey milestones:
 - 125th anniversary of the Stanley Cup;
 - 100th anniversary of the NHL
 - 60th anniversary of hockey in Kazakhstan;
 - 45th anniversary of '72 Summit Series;
 - 30th anniversary of '87 Canada Cup.
 - 5th Canada-Kazakhstan Cup

To celebrate the rich history of hockey and contribute to growing the game in Kazakhstan, Canadian Hockey Hall of Fame Inductees, former professionals and hockey celebrities will be invited to participate in a gala fundraising dinner, a Celebrity Heritage Cup match featuring known names on both sides of the rink, and other events over that will:

- Raise the profile of Canada, Canadian partnerships and Canadian values through sport in Kazakhstan;
- Raise awareness and funds for the development of amateur hockey in Kazakhstan.

KEY TARGETS

- 8000 individual participants
- \$20,000 raised for amateur hockey
- 10,000 social media hits (Facebook, Twitter, Instagram)
- 40 national (Kazakhstan) media spots on all platforms, including television coverage
- 10 international media spots, including Canadian outlets and official Canada 150 coverage

SPONSORSHIP OPPORTUNITIES

A smaller scale event organized by the Embassy of Canada in March 2016 attracted almost 4000 fans for an amateur hockey game, with multiple, interactive corporate displays throughout the arena. The event generated thousands of social media hits, and more than two dozen media (print, radio, online) spots that profiled sponsors and the contributions of Canadian organizations to Kazakhstan's economic and social development. Approximately \$9000 was

raised through a lucky draw and silent auction for the construction of outdoor rinks and amateur hockey programs in Kazakhstan.

The occasion of Canada's 150th birthday, coinciding with the 25th anniversary of Canada-Kazakhstan relations, the 60th anniversary of hockey in Kazakhstan and other historical hockey landmarks provide a unique opportunity to make a large impact on Canada-Kazakhstan relations and build a lasting hockey legacy.

SPONSORSHIP BENEFITS

GENERAL SPONSORS

Bronze Sponsor: \$2,500

Named in event publication. Corporate logo broadcast in rink during Heritage Cup and other games.

Silver Sponsor: \$5,000

Named in event publication. Corporate logo broadcast throughout arena, including during Heritage Cup game. Additional named publicity. Opportunity to broadcast video in arena during Heritage Cup.

Gold Sponsor: \$10,000

In addition to Silver benefits, logo on rink boards and broadcast on outside arena screens. May also nominate player for Heritage Cup. Named in public announcements and event materials.

EVENT SPONSORS

Event cost plus management support

In addition to Gold benefits, plus on-ice logo, exclusive sponsor credit for event of choice:

1. Gala Dinner
2. Museum Exhibition
3. Heritage Cup Hockey Match
 - including Post-Event Reception
4. Specialized Events / Demonstrations
 - Pee Wee Team
 - Coaches clinic
 - Sledge Hockey demonstration
 - Women's Hockey

DRAFT PROGRAM

Saturday, May 20

16:00 Opening of Canadian Hockey History Exhibition in the new “Kazakhstan Museum of Hockey” in Barys Arena

- “Hockey Hotstove” Panel featuring Canadian Hockey Hall of Fame players
- Curated by Hockey Hall of Fame
- Including Stanley Cup or Canada Cup and other hockey paraphernalia
- Evolution of hockey equipment , featuring modern equipment exhibition

19:00 Gala Dinner and Charity Auction

- Ticketed event for up to 200 people
- Keynote Famous Hockey Speaker(s)
- Live Auction for Amateur Hockey in Kazakhstan
 - 5-6 items; hockey memorabilia; shooting clinic with Hall of Famer / professional; spot on training game

Sunday, May 21

- At Barys Arena, a state of the art 12,000 seat Kontinental Hockey League arena opened in 2015
- Public access to all weekend events, with proceeds to minor hockey development

10:00 Pancake Breakfast

- Served by local and Canadian celebrities

Hockey History Museum opens Corporate displays and sales open

10:30 Peewee Exhibition Match

- Featuring team from Canada and local/regional teams

12:00 Practice / Scrimmage with Team Canada

- Team Canada, featuring retired professional players, Canadian Ambassador and local players invite local amateurs to a training match

13:30 Sledge Hockey Exhibition Match

- Featuring team from Canada and local/regional teams

15:00 Women’s Hockey Exhibition Match

- Featuring team from Canada and local/regional teams

Canadian Food, Beverage and Corporate Displays and sales

16:30 Clinics: Coaching and Skills

- Featuring Canadian coaches, celebrity players
- For coaches, kids, and adults

17:30 Canadian feature food snacks distribution begins

18:00 “Heritage Cup” Championship Match

- Team Kazakhstan vs Team Canada
 - Celebrity match
 - Raffle draws
 - Presentation of custom “Heritage Cup” designed and manufactured by Southern Albert Institute of Technology

20:00 Canada Day 150 Reception and Awards, invited guests at Barys Arena following the game