

**2016**

**Partner and  
Sponsorship  
Opportunities**

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## Village Winter Classic 2016

The Osborne Village Business Improvement Zone is hosting the Village Winter Classic in the heart of the Village on Saturday, January 30th. Three rinks will host forty teams over the day long outdoor winter street hockey tournament. The rink site is located at the heart of the Village at the corner of Stradbrook and Osborne. Each site will include player registration and warm up areas, hot chocolate stands, photo opportunities, and fan zones. The West rinks site is situated on the North-west side of the intersection in the Winnipeg Parking Authority Parking Lot. The East Rink site is on the opposite side of Osborne Street, directly in front of Jekyll & Hyde's Freehouse.

Musical entertainment will be seen and heard during the day long festivities from the covered band stage and heated high top tent. Classic rock, blues, and country bands will be featured on the musical stage. Bringing our hockey players and fans from the rinks to tapping their toes and dancing inside the tent. Food and beverage will also be served inside the tent during the duration of the day.

The event is a community driven initiative focused on bringing Winnipeggers to the Osborne Village area to enjoy a good ol' Canadian street hockey tournament. Village Winter Classic welcomes all ages of all skill levels to play in the tournament. The teams are comprised of three players and one goalie, making the tournament a 4 on 4 game. Teams can register in the following categories:

- ❖ Family Team-this is a mix of all ages, parents, kids and grandparents
- ❖ Competitive Adult Team-can be all male, female or coed mixed team of adults.

## **Street Hockey Tournament**

Both Family Team and Competitive Adult Team division's registration costs are \$120.00 per team. Registration in these divisions include:

- Team grab bags
- Village Classic Jersey
- Food and beverage vouchers

The street hockey tournament will be played over three separate rinks. The games begin at 11:00 am in a round robin format. Each team is guaranteed to play two games.

- Each team will have a minimum/maximum of 4 players per team. (Subs are allowed at \$20 each)
- Games and halves will begin with a face-off
- Teams will be given a 3 minute warm up before each game
- Games will be 30 minutes long with 2- 15 minute halves
- Each team will be allowed 1 (30 second) time out during the game

# 2016 Marketing Program

## 1. Social Media

- a. Face book
- b. Twitter
- c. Instagram

## 2. Online

- a. Website advertising on [www.obornevillage.com](http://www.obornevillage.com)
- b. Website advertising on <http://www.winnipegballhockey.com/>

## 3. Radio

- a. Rogers Radio Advertising on 92 Citi FM
- b. TSN Television Commercials

## 4. Publicity Plan

- a. Press release and press conference

## 5. On Site

- a. Event signage and promotion

As the **Main Stage Sponsor**, the Main Stage will be titled by your choice. (Naming rights to the Main Stage) The details of the sponsorship will be outlined in a custom sponsorship agreement as agreed to by all parties. But here are a few highlighted benefits;

- On site Booth
- Logo/Name displayed on all Sponsor Signage
- Logo/Name on all event signage
- Logo/Name in all marketing materials and press releases
- Logo/Name on all volunteer/player shirts
- Present trophies
- Advertisement on website and website link to your company's website.
- Logo/Name on website under "Sponsors"
- Bannering and Branding at Event site
- VIP Seating at Main Stage

As the **Tournament Sponsor**, the details of the sponsorship will be outlined in a custom sponsorship agreement as agreed to by all parties. But here are a few highlighted benefits;

- On site Booth
- Logo/Name displayed on all Sponsor Signage
- Logo/Name on all event signage
- Logo/Name in all marketing materials and press releases
- Logo/Name on all volunteer/player shirts
- Opportunity to brand the tournament areas
- Advertisement on website and website link to your company's website.
- Logo/Name on website under "Sponsors"
- Bannering and Branding at Event site
- VIP Seating at Main Stage

As a **Rink Sponsor**, the corresponding sponsored rink will be titled by your choice. (Naming rights to each sponsored rink)

The details of the sponsorship will be outlined in a custom sponsorship agreement as agreed to by all parties. But here are a few highlighted benefits;

- On site Booth
- Branding of rink
- Logo/Name displayed on all Sponsor Signage
- Logo/Name on all event signage
- Logo/Name in all marketing materials and press releases
- Logo/Name on all volunteer/player shirts
- Present trophies
- Advertisement on website and website link to your company's website.
- Logo/Name on website under "Sponsors"
- Bannering and Branding at Event site
- VIP Seating at Main Stage



In-kind donations and direct sponsorship of specific events and attractions are available.

Recognition will be offered at the appropriate sponsorship level based on value of support and packages will be customized for each sponsor.

In-kind donations directly benefit the event by helping to offset costs for production and ensuring a successful event. Partnerships in this category are unique based on the donation, therefore the rights and benefits will be custom designed to suit each partner.

Some suggested areas of support are but not limited to:

- Barricades- 8 Road Closure signs
- Hot Chocolate/Coffee Stands
- Lunch Meal Sponsor
- Snow removal-Removal of snow in the following locations:
  - Stradbrook/Osborne Lot
  - 437 Stradbrook Lot (Jekyl and Hyde's Freehouse)
  - Lane Access way adjacent to Starbucks on River

**Osborne Village Business Improvement Zone**

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