



**SPORTS
CELEBRITIES
FESTIVAL**



2018

**SPORTS CELEBRITIES FESTIVAL
SPONSORSHIP
OPPORTUNITIES**

EVEN HEROES HAVE HEROES

PRESENTING SPONSOR



MAJOR SPONSORS



IN SUPPORT OF





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FESTIVAL

PRESENTED BY



WHEATON
PRECIOUS METALS



BENEFITTING SPECIAL OLYMPICS BC & THE CANUCKS FOR KIDS FUND

The Sports Celebrities Festival is an elegant, interactive gala supporting the life-changing programs of Special Olympics BC and the Canucks for Kids Fund. It is about empowering athletes with intellectual disabilities to gain confidence, acceptance, and recognition, and about celebrating the power of sport to create champions, unlock potential, and break down barriers.

This popular, social event offers opportunities to meet and mingle with the entire Vancouver Canucks roster along with other top B.C. sports celebrities and Special Olympics athletes. The frequently sold-out evening annually attracts more than 650 influential business and community leaders and features a three-course dinner, well-stocked auctions, and games and activities with Canucks players.

Event date & location:

October 4, Fairmont Hotel Vancouver

**PLEASE JOIN US AND TAKE PART
IN AN EVENT THAT WILL**

**INSPIRE
ENLIGHTEN
AND EMPOWER**

**YOU TO BE A HERO
FOR ATHLETIC DREAMS.**

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SPECIAL OLYMPICS BC



"It's a place where I know I am accepted just as myself. It feels like family to me. I can be something great in Special Olympics."

-Carson Buzdegan, Special Olympics BC - Langley athlete

Dignity, acceptance, and a chance to reach one's potential - these are human rights worth promoting for everyone. Since 1968, Special Olympics has been bringing one message to the world: people with intellectual disabilities can and will succeed if given the opportunity.

Special Olympics is often the only place where individuals with intellectual disabilities have an opportunity to participate in their communities and develop a sense of belief in themselves. Many live lives of neglect and isolation, hidden away or socially excluded from full participation in schools or society. Special Olympics sports are a gateway to empowerment, competence, acceptance, and joy for all athletes.

Not only do these programs transform individuals with intellectual disabilities, they also help transform their communities. When people see Special Olympics athletes in action, they see their humanity, their joy in competition, their pride and their potential, and they begin to believe in a different kind of world - a world in which everyone is respected and included.

The Sports Celebrities Festival is one of the biggest events of the year for Special Olympics BC, and your support of this event plays a critical part in changing lives and communities through the power and joy of sport.

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CANUCKS FOR KIDS FUND



THE POWER OF GIVING

The Vancouver Canucks believe in the power of giving. Just like you, we love kids and we want to help. With our fans and employees we celebrate contributions to our community that have a lasting impact. Since it was first created 33 years ago, the Canucks for Kids Fund (CFKF) has granted more than \$59 million to charities in British Columbia serving children and their families.

CFKF grants to the following core beneficiaries: Canucks Autism Network, Canuck Place Children's Hospice and BC Children's Hospital Foundation. The CFKF also delivers programming through the Canucks Family Education Centre, Fin's Friends Character Education program, PowerPLAY Health & Fitness program, and the Canucks Centre for BC Hockey. Key grants have also been made to Boys & Girls Club of South Coast BC, Family Services of Greater Vancouver, Province Empty Stocking Fund, Britannia Hockey Academy, and many more.

"Throughout my years with the Canucks, I've seen the tremendous impact that events like the Sports Celebrities Festival can have on families across our great province," says Trevor Linden, Canucks President, Hockey Operations. "I'm very proud to be part of an organization that is committed to giving back in the community. I know that together we can make a huge difference in the lives of British Columbians today and for future generations."

We understand the extraordinary opportunity to inspire our young people and lift the hearts of many, and we need you with us. Join the Team. Help us Help.

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PRESENTING SPONSOR

One Opportunity - \$100,000



AS A PRESENTING SPONSOR, YOU WILL RECEIVE:

- Naming rights as the “Presented By” sponsor.
- Sports Celebrities Festival logo to incorporate your logo.
- Two premier tables at the Sports Celebrities Festival, with choice of player hosts.
- Company representative to provide address at event.
- Full-page ad in the event program, with inside front cover placement.
- Logo recognition as the Presenting Sponsor in all pre- and post-event advertising.
- Logo presence in all print collateral and promotional material for the event including event program.
- Ability to use SCF logo in sponsor-initiated promotional and advertising activity.
- Live announcer recognition and visibility during the event on all SCF-produced signage.
- Company representative involved in on-ice presentation to present cheques to charities.



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MAJOR SPONSOR

Four Opportunities - \$20,000 (each)

CANACCORD Genuity



AS A MAJOR SPONSOR, YOU WILL RECEIVE:

- One premier table with preferred placement at dinner venue (eight tickets).
- Logo recognition as a Major Sponsor in all pre- and post-event advertising.
- Logo presence in all print collateral and promotional material for the event including event program.
- Full-page ad in the event program.
- Ability to use SCF logo in sponsor-initiated promotional and advertising activity.
- Live announcer recognition and visibility during the event on SCF-produced signage.

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HEADS & TAILS SPONSOR

One Opportunity - \$10,000 In Kind or
\$5,000 Cash



This exciting coin toss leaves one lucky winner standing! In this fun and frenzied game, the event emcees invite participating guests to stand up at their tables and pick heads or tails. Players make their choice by putting their hands on their head or their ... tail. The coin is flipped and anyone who guessed right stays standing, while those who didn't have to take their seats. The coin keeps flipping until only one winner is left on their feet!

AS THE HEADS & TAILS SPONSOR, YOU WILL RECEIVE:

- Title of the Heads & Tails Sponsor.
- Category exclusivity for sponsored elements (does not extend to auctions).
- Live announcer recognition and visibility during the event on applicable SCF-produced signage.
- Ability to use SCF logo in sponsor-initiated promotional and advertising activity.



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CELEBRITY GIFT SPONSOR

One Opportunity - \$10,000 In Kind or
\$5,000 Cash



Each year the Sports Celebrities Festival brings together celebrities from the world of sport and entertainment who graciously donate their time to join us for the evening. As our way of saying 'thank you' to them, a sponsor has the opportunity to provide the celebrities with a small gift as a token of appreciation. This is your company's opportunity to showcase your products/services to a group of leading sports celebrities and members of Vancouver's business community.

AS THE CELEBRITY GIFT SPONSOR, YOU WILL RECEIVE:

- Title of the Celebrity Gift.
- Category exclusivity for sponsored elements (does not extend to auctions).
- Quarter-page ad in the event program.
- Live announcer recognition and visibility during the event on applicable SCF-produced signage.
- Two tickets to the event.

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ENTERTAINMENT SPONSOR

One Opportunity - \$10,000

The Sports Celebrities Festival has featured some of the best-known names in sport including Bobby Orr, Trevor Linden, and Scotty Bowman. Guests have also been entertained by the comic stylings of Brent Butt, the elegant vocals of Jann Arden, and the artistic genius of Michael Israel. Now you can help continue the SCF tradition of bringing high-quality performers to the stage, making it a night our guests won't soon forget.

AS THE ENTERTAINMENT SPONSOR, YOU WILL RECEIVE:

- Title of Entertainment Sponsor.
- Category exclusivity for sponsored elements (does not extend to auctions).
- Four tickets to the event.
- Half-page ad in the event program.
- Live announcer recognition and visibility during the event on applicable SCF-produced signage.
- Ability to use SCF logo in sponsor-initiated promotional and advertising activity.

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RAFFLE SPONSOR

One Opportunity - \$10,000



With tickets sold throughout the reception and dinner portions of the evening, the raffle is designed to give every guest the chance to win a piece of luxury.

AS THE RAFFLE SPONSOR, YOU WILL RECEIVE:

- Title of the Raffle.
- Category exclusivity for sponsored elements (does not extend to auctions).
- Half-page ad in the event program.
- Live announcer recognition and visibility during the event on applicable SCF-produced signage.
- Four tickets to the event.
- Sponsor spokesperson participation on stage during draw.
- Ability to provide a guest-friendly item to identify ticket purchasers.

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PHOTO BOOTH SPONSOR

One Opportunity - \$7,500



Ready for your close-up? The SCF photo booth is one of the highlights of the evening, giving guests the chance to get up close and personal with two Vancouver Canucks players for a memorable photo. Participating guests receive their photos by email with backdrops including one selected by the Photo Booth Sponsor, and the sponsor's logo will be included in the emails distributing all the photos.

AS THE PHOTO BOOTH SPONSOR, YOU WILL RECEIVE:

- Title of the Photo Booth.
- Logo presence on the photo frame.
- Category exclusivity for sponsored elements (does not extend to auctions).
- Half-page ad in the event program.
- Live announcer recognition and visibility during the event on applicable SCF-produced signage.



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SPEED RAFFLE SPONSOR

One Opportunity - \$7,500

Don't blink or you'll miss it! In the SCF speed raffle, guests have the opportunity to buy a box containing an exclusive collectible item autographed by a Vancouver Canuck - but only if they move fast! A limited number of boxes enter the ballroom and are snapped up in a few frenzied minutes, raising thousands of dollars in the blink of an eye.

AS THE SPEED RAFFLE SPONSOR, YOU WILL RECEIVE:

- Title of the Speed Raffle Sponsor.
- Category exclusivity for sponsored elements (does not extend to auctions).
- Half-page ad in the event program.
- Live announcer recognition and visibility during the event on applicable SCF-produced signage.
- Company logo on the bags containing the autographed items.
- Four tickets to the event.



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WINE SPONSOR

One Opportunity - \$7,500

J. LOHR
VINEYARDS & WINES

The SCF's guests, members of Vancouver's sport and business elite, will enjoy the Wine Sponsor's fine offerings during the reception and banquet dinner.

AS THE WINE SPONSOR, YOU WILL RECEIVE:

- Title of Wine Sponsor.
- Category exclusivity for sponsored elements (does not extend to auctions).
- Four tickets to the event.
- Half-page ad in the event program.
- Live announcer recognition and visibility during the event on applicable SCF-produced signage.
- Ability to use SCF logo in sponsor-initiated promotional and advertising activity.



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BEER SPONSOR

One Opportunity - \$5,000



STRATHCONA
BEER COMPANY

More than 650 members of Vancouver's sport and business communities annually attend the SCF and will have the opportunity to enjoy the Beer Sponsor's designated brand throughout the reception and banquet dinner.

AS THE BEER SPONSOR, YOU WILL RECEIVE:

- Title of Beer Sponsor.
- Category exclusivity for sponsored elements (does not extend to auctions).
- Quarter-page ad in the event program.
- Live announcer recognition and visibility during the event on applicable SCF-produced signage.
- Two tickets to the event.

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GAMES SPONSOR

One Opportunity - \$5,000

Think you can take on a Canuck? Guests can be part of a truly unique and interactive experience by pitting themselves against a Vancouver Canucks player at the games in the SCF's popular pre-dinner reception. You may not beat them on the ice, but you might have better luck at the SCF games such as table hockey.

AS THE GAMES SPONSOR, YOU WILL RECEIVE:

- Title of the games in the Games Room.
- Category exclusivity for sponsored elements (does not extend to auctions).
- Quarter-page ad in the event program.
- Live announcer recognition and visibility during the event on applicable SCF-produced signage.
- Two tickets to the event.

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WALL OF WINE SPONSOR

One Opportunity - \$5,000

The Wall of Wine was a popular new addition to the Sports Celebrities Festival in 2016, with guests snapping up all the available bottles to benefit our charities. Our celebrity athletes each contribute a bottle of their choice, and many autograph their selections. Our generous event sponsors and supporters supply a range of additional bottles, making the Wall of Wine a well-stocked mix of personal favourites and unique gems ranging in value from \$35 to priceless. Your brand will gain visibility as guests visit this popular attraction to make their selections off the wall.

AS THE WALL OF WINE SPONSOR, YOU WILL RECEIVE:

- Title of the Wall of Wine.
- Category exclusivity for sponsored elements (does not extend to auctions).
- Quarter-page ad in the event program.
- Live announcer recognition and visibility during the event on applicable SCF-produced signage.
- Two tickets to the event.

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SPIRITS SPONSOR

One Opportunity - \$5,000

The SCF's pre-dinner reception includes many unique elements such as the opportunity to take a photo or play games with Vancouver Canucks players, and the chance to mingle with Vancouver Canucks Alumni and other celebrity guests while previewing the extensive selection of items available in the silent and live auctions. The Spirits Sponsor provides a feature drink for the guests' enjoyment during the reception.

AS THE SPIRITS SPONSOR, YOU WILL RECEIVE:

- Title of the Spirits Sponsor.
- Category exclusivity for sponsored elements (does not extend to auctions).
- Quarter-page ad in the event program.
- Live announcer recognition and visibility during the event on applicable SCF-produced signage.
- Two tickets to the event.

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BANK SPONSOR

One Opportunity - \$10,000



The bank plays a key role in the guest experience, and you could be remembered by our guests for making sure their evening goes smoothly. With a minimum of 10 tellers, the bank offers an opportunity for the sponsor to truly make this area their own. If you are in the banking industry, we welcome the participation of your staff, and will work with you to make the environment akin to that of your own branches.

AS THE BANK SPONSOR, YOU WILL RECEIVE:

- Title of the Bank Sponsor.
- Half-page ad in the event program.
- Live announcer recognition and visibility during the event on applicable SCF-produced signage.
- Opportunity to provide volunteers for maximum company impact on the experience.
- Opportunity to provide your own ATMs.
- Opportunity to provide payment gateway machines for use at the event.
- Four tickets to the event.

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MEDIA SPONSORS

In-Kind Support

The Province



Media Sponsors play a key role in supporting the event's aims of empowering athletes with intellectual disabilities and providing vital opportunities, resources, and care to children and families throughout B.C. By raising awareness about this inspiring event and its partnerships between Special Olympics athletes and participating celebrities, Media Sponsors share this powerful example of respect and inclusion that can help strengthen communities and change the way the world sees people with intellectual disabilities. And by providing opportunities to recognize the event and its valued partners, Media Sponsors help ensure the SCF continues to attract essential supporters and raise much-needed funds for our two worthy charities.

AS A MEDIA SPONSOR, YOU WILL RECEIVE:

- Logo recognition as a Media Sponsor in applicable print and online event collateral and promotional material.
- Half-page ad in the event program - sponsor to provide the creative.
- Live recognition at the event in applicable screen displays, announcer script, and sponsor boards.
- One premier table at dinner venue (eight tickets).
- Ability to use the SCF logo in sponsor-initiated advertising activity.

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OUR SPONSORSHIP
OPPORTUNITIES ARE
LIMITED ONLY BY
YOUR IMAGINATION.

FOR MORE INFORMATION,
PLEASE CONTACT:

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