



NATIONAL FOUNDING SPONSOR



## AN UPDATE FROM HOCKEY HELPS THE HOMELESS

**\$125,000.** That is the amount we were planning to grant to Armagh and Regeneration Outreach following the 2021 Hockey Helps the Homeless Peel Region Tournament. I'm sure you know as well as we do, that they need every penny of that \$125,000 to support our community's most vulnerable residents and help break the cycle of homelessness.

We want to help, but we can't do it without you. Although hockey rinks across the country are lifting restrictions in an attempt to return-to-play, we can't ignore that we are facing the second wave of the COVID-19 pandemic. As the pandemic persists, and with the health and safety of our event attendees as our top priority, we have had to rethink and reimagine how we host and run our events.

**So what's next?**

### The Hockey Helps the Homeless, Canada Life Cup:

We're excited to introduce a new fundraising experience for our participants: The Hockey Helps the Homeless Canada Life Cup. The Canada Life Cup is about bringing Canadian communities together to shutout homelessness. Players will have the opportunity to fundraise for their local homeless support agencies and will be awarded prizes based on the fundraising threshold they meet. They'll also have the opportunity to win an unforgettable experience with a member of the NHL alumni as they collectively raise funds with their teammates.

### What does this mean for your sponsorship?

We know this year's sponsorship looks different. However, the ongoing issues facing Canada's homeless do not. Now, more than ever, our local beneficiaries in Peel Region need our help. Not only are they facing financial strains due to increased staffing, cleaning and supply costs as a result of COVID-19, but more and more individuals are utilizing the system. **As we enter the second wave of COVID-19, our local partners are still recovering from the effects of the first one.**

The reality is this year, your sponsorship dollars go even further to support your community's most vulnerable. In the past, sponsorship dollars have been used to offset the costs associated with the tournament. Though we will still have costs associated with The Canada Life Cup, we expect them to be much lower which will ensure that a larger percentage of your contribution will be granted to our local homeless support agencies so they can continue their life-changing work.

While we won't be able to provide traditional recognition this year, we hope you'll consider 1 of the following two options:

**Option 1:** Turn your sponsorship into a donation and receive a tax receipt. We encourage you to form a team and join the Canada Life Cup. All fundraisers have the opportunity to win amazing fundraising prizes! This is a great team building opportunity for you and your staff.

**Option 2:** Have your funds recognized as sponsorship revenue and receive recognition in the following ways:

#### \$1,000 to \$1,999 SPONSORSHIP LEVEL

- Signed 11 x 17 pennant with your logo by a prominent member of the NHL Alumni.
- Logo on local Canada Life Cup micro-site.

#### \$2,000 to \$4,999 SPONSORSHIP LEVEL

- 2 hours of ice time to use as you wish – host friends, family or colleagues, use it as a team building opportunity. Includes ice time, food and beverages for up to 15 people.
- Logo included on select e-blasts to Canada Life Cup participants (minimum 1)
- Inclusion on HHTH social media channels (minimum 1)
- Logo on local Canada Life Cup micro-site.

#### \$5,000 AND OVER SPONSORSHIP LEVEL

- 2 hours of ice time to use as you wish – host friends, family or colleagues, use it as a team building opportunity. Includes ice time, food and beverages for up to 15 people.
- Ad in a prominent national publication and any local media advertising, where possible
- Logo on marketing/collateral material where possible
- Logo included on select e-blasts to Canada Life Cup participants (minimum 1)
- Inclusion on HHTH social media channels (minimum 1)
- Logo on local Canada Life Cup micro-site
- Special mention in the 2020 - 2021 Hockey Helps the Homeless Annual Report.

If you have any questions, concerns or comments please feel free to reach out at any time. Thank you for your continued support of our local community and for believing as we do that the cause is bigger than the game.

Mark Cigos  
HHTH Peel Region Committee Chair  
mark@buddhabrands.com

David Farnfield  
HHTH Peel Region Committee Vice-Chair  
david.farnfield@outlook.com

Scott Page  
Director of Operations  
scott@hth.com

Laura Lukewich  
Sr. Ops. Coordinator  
laura@hth.com