

CANADIAN NATIONAL MENS LACROSSE TOURNAMENT



SPONSORSHIP OPPORTUNITIES

AUGUST 25-31, 2024





2024 President's Cup Sponsorship Packages

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We are thrilled to extend an exclusive invitation to your company to become a key sponsor for the highly anticipated 2024 President's Cup National Lacrosse Tournament, hosted in our vibrant community of Ladner, British Columbia.

This premier sporting event promises to attract a diverse and enthusiastic audience, providing your company brand with unparalleled visibility and a unique opportunity to connect with current and potential new customers.

As a sponsor, your business will be prominently featured in our marketing materials, on-site banners, and digital platforms, ensuring widespread recognition among both local residents and lacrosse enthusiasts. Align your brand with the spirit of competition, community, and excellence, while demonstrating your commitment to supporting sportsmanship and athleticism. Join us in making the 2024 President's Cup a memorable and successful event for both participants and sponsors alike. Secure your sponsorship today and position your brand at the forefront of this exciting lacrosse extravaganza in Ladner.



Lead Tournament Sponsor

As we gear up for the highly anticipated 2024 President's Cup Lacrosse Tournament in the picturesque town of Ladner, British Columbia, we are reaching out to present a unique and compelling opportunity for an esteemed company to take center stage as our lead tournament sponsor. This national prestigious event, set to captivate a broad audience of lacrosse enthusiasts and community members, provides an unparalleled platform for your brand to shine for a cost of \$20,000 for the lead sponsorship. By partnering with us as the lead sponsor, your company will enjoy exclusive visibility through prominent logo placement, extensive media coverage, and high traffic exposure within the arena and media. Live streaming in 2023 averaged 122,000 viewers via Youtube with the advertising embedded in the archived videos.

Our sponsorship packages are designed to showcase your commitment to community engagement, athleticism, and excellence. As the lead sponsor, you will not only benefit from heightened brand exposure but also gain direct access to a captivated audience eager to connect with businesses that share their passion for sports and community involvement.

Join us in creating a lasting impact and unforgettable experience for participants and spectators alike. Elevate your brand to new heights by becoming the face of the 2024 President's Cup Lacrosse Tournament. We look forward to discussing how we can tailor this sponsorship opportunity to meet your marketing objectives and ensure a mutually beneficial partnership. Don't miss the chance to be at the forefront of this thrilling lacrosse event in Ladner – Secure your position as the lead sponsor today.



2024 President's Cup Stream & Social Media

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Streaming & Social Media: All games are streamed for free on YouTube through our media provider BC Sports Tv. There are multiple spots for ad placements during the live streaming event. Last year there were a little over 125,000 viewers enjoying the President's Cup. This year we anticipate 150,000 viewers, plus all games are archived on Youtube for additional viewership to be captured. There is also an opportunity for Social media sponsorship for each post on X and Instagram.

Scoreboard Bug

- ~ Displayed on the lower third on Screen.
- ~ 10-20 Second Audio spot.
- ~ A single Ad read during the period.
- ~ Max of 3 per period

Tournament Games 1-20

\$250 per game

Tournament Games 21-25

\$500 per game



Pre-Game & Intermission Sponsor

- ~ Displayed the in the lower third of the screen.
- ~ During pre-game and intermission.
- ~ Audio spot (play by play reads a 15-20 second audio spot.

Tournament Games 1-20

\$125 per period (3 Spots per game)

Tournament Games 21-25

\$250 per period (3 Spots per game)

Period Sponsor

- ~ Displayed the in the lower third of the screen.
- ~ 10-20 Second Audion spot.
- ~ "This period is brought to you by..."
- ~ Multiple mentions per period.

Tournament Games 1-20

\$175 per game (3 Spots per game)

Tournament Games 21-25

\$250 per game (3 Spots per game)

In-Game Spot per period

- ~ Displayed on the lower third on Screen.
- ~ 10-20 Second Audio spot.
- ~ A single Ad read during the period.
- ~ Max of 3 per period

Tournament Games 1-20

\$100 per period. (3 Spots per game)

Tournament Games 21-25

\$150 per period. (3 Spots per game)





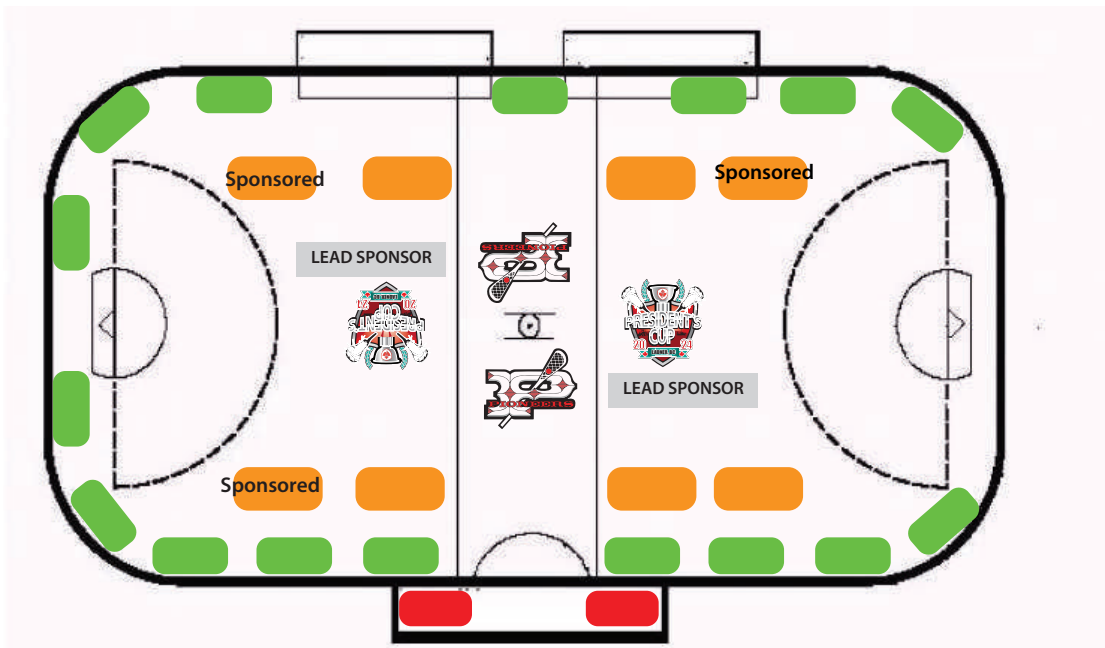
2024 President's Cup Board and Floor Ads

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Arena Boards and Floor Advertising:

Opportunities for board advertising and floor logos are available. Board advertising will be a high profile sponsorship opportunity as the anticipated attendance to the tournament is estimated at 40,000 attendees, plus participants. There are 18 Arena Board ads available at \$500 each and only eight floor ads are \$1000 each. Ads will be up for the duration of the tournament.

Spots are limited.



PENALTY

There are 2 spots available for Sponsorship of the Penalty Boxes: Home and Away . Each Box will receive a 2' x 3' sponsorship decal in each box with Your Company logo. Each penalty called by the announcer will acknowledge the penalty sponsorship. - \$400 each

FLOOR

There are 8 Placements available for floor graphic sponsorships each. 4' x 6' Your Company logo graphic decal - \$1000 each.

BOARDS

Board Sponsorship: 4' x 6" Your Company logo decal along the players bench side and within full streaming view. - \$500 each

2024 President's Cup Sponsorship Opportunities

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Game Day Sponsorship Opportunities

MVP Sponsorship - \$3,750 **SPONSORED by Westshore Terminals**

During each game there are 2 players selected from each team as MVP. The MVP sponsor will have their name plate on the trophy. There are 25 games and a total of 50 MVP's for the tournament.



Product or Service Sponsor : \$200 per Space

Do you have a service or product that you think would be targeted towards the lacrosse community, professional athletes or fans? Let us know we have lobby space where you could feature your product or services.



50/50 Sponsorship Opportunity : \$150 per day

We will have a 50/50 draw for each day of the tournament. Sponsorship will be a daily sponsor for all draws for that day. The 50/50 sponsorship will be read out by the arena announcer each period for all 3 games. Cost is \$150 per day.



Our Mailing Address is:

President's Cup Lacrosse Society
5413 64 Street
Delta, BC V4K 3M6

Interact Payments can be made to 2024presidentscup@gmail.com

Credit Card and ETF payments can be made directly through our invoice.

For more information , please contact Terry Willis at twillis.pioneers@gmail.com



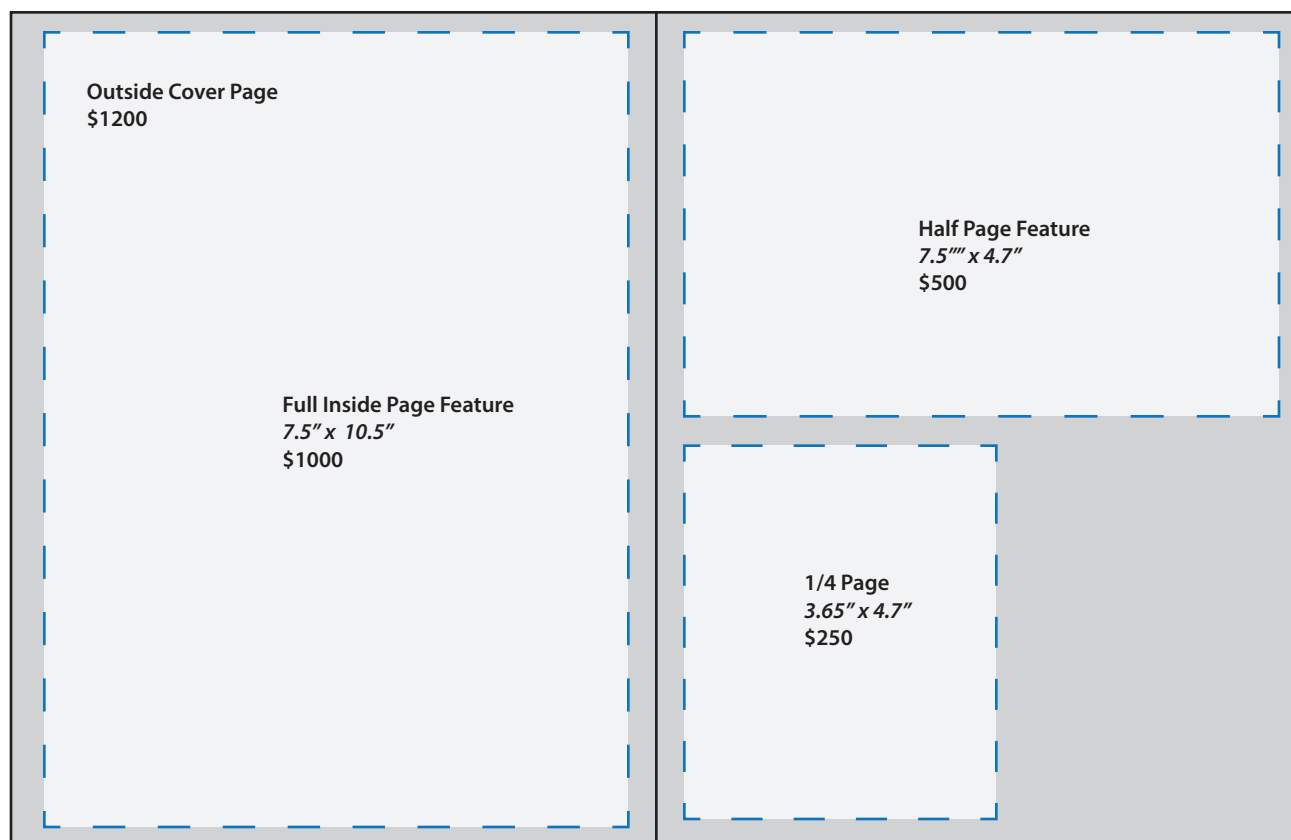
2024 President's Cup Program Advertising

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2024 President's Cup Program:

The 2024 President's Cup will have a full colour page program highlighting all the teams from lacrosse Canada participating in the tournament as well as lacrosse history and the local history of the game in Ladner. This program will not only highlight the President's cup , but will also highlight Delta as a whole. We are offering inside cover full page ads for \$1000, a full page ad for \$800, half page for \$500 and a quarter page for \$300. Business card ad size is \$200 placements. This program will be sold at the event as well as distributed to all teams and sponsors.

Page Layout



Donations:

The 2024 President's Cup is a registered Society, in which a tax receipt will be given for any amount donated to the 2024 President Cup event. Donations can be kept anonymous or highlighted in the President's Cup Program on our Donor page.