

# Title Sponsorship Opportunity



## Eligeo CRM Ball Hockey Tournament *for* Scouts Canada – Chinook Council

### Company Logo Exposure

1. **Eligeo CRM** company logo embedded into official event name / logo and on reverse of participant medals
2. **Eligeo CRM** company logo will be featured as the dominant presence on all rinks with a minimum of five (5) banners (2' by 3') per rink (banners provided by sponsor)
3. **Eligeo CRM** logo located on main scoreboard (all rinks) and event directional signage (sandwich boards provided by event)
4. **Eligeo CRM** logo displayed in prominent position on event welcome banner at main entrance and on official event poster (provided by event)

### Onsite Activation/ Sponsor Participation

1. Complimentary **Eligeo CRM** team registration
2. Minimum of ten (10) **Eligeo CRM** :15 second public address announcements each day
3. Designated (10' by 10') booth area onsite (booth and activity provided by sponsor) and opportunity for sampling/premium item distribution in participant registration packets
4. **Eligeo CRM** representative speaking opportunity during opening ceremonies and medal presentations

### Online Opportunities

1. Primary logo positioning on event homepage with link to company website
2. Banner advertising opportunity (top navigation) on event website
3. **Eligeo CRM** featured in sponsor profile section
4. **Eligeo CRM** sponsorship announcement on Dexterity Consulting website
5. Article and logo included in database email communication



### Media Partner Opportunities

1. **Eligeo CRM** mention in :30 second commercial with event radio partner if media partner acquired
2. Radio interview with **Eligeo CRM** representative during live remote at event if media partner acquired
3. **Eligeo CRM** logo included :30 second commercial with event television partner if media partner acquired

### Print Opportunities

1. **Eligeo CRM** logo included on event downloadable registration form
2. **Eligeo CRM** logo in event advertisement (1/2 page) with event daily newspaper partner if media partner acquired
3. **Eligeo CRM** logo in event advertisement (1/2 page) with event specialty print partner if media partner acquired
4. Announcement of **Eligeo CRM** sponsorship in Scouts Canada – Chinook Council newsletter
5. Announcement of **Eligeo CRM** sponsorship in Ramsay & Inglewood neighborhood newsletters

### Sponsor Entitlements

1. First right of refusal for **Eligeo CRM** for 2011
  2. Category exclusivity against identified **Eligeo CRM** competition
  3. Mandatory post report evaluation with ninety (90) days of event
  4. Limit of one (1) company per Title Sponsor level
- Sponsorship Cost**  
\$20,000 (annually)