



24TH ANNUAL TNT TOURNAMENT

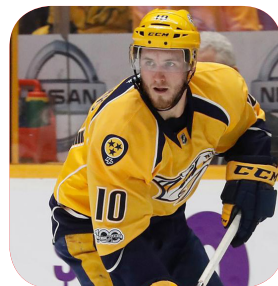
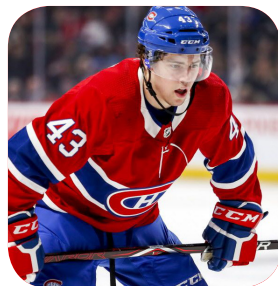
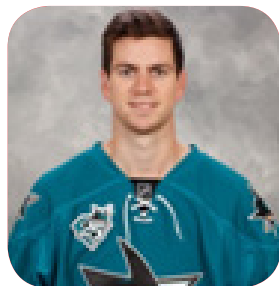
JANUARY 2-5, 2020

WHO WE ARE

The North Shore Winter Club is one of the most prestigious hockey clubs in North America. The club boasts a proud record of Western Hockey League, National Hockey League, Canadian Tier II Junior Hockey, and NCAA hockey graduates. We offer a variety of fun and rewarding programs incorporating on and off-ice conditioning, power skating, and puck handling skills for boys, girls, men, and women of all ages and skill levels.

With strong coaches at all levels, coach development, quality ice times, weekly minor hockey funded skills sessions, goalie development, a female program, house hockey, rep hockey, and a senior men's league, the NSWC is the place to play hockey.

NSWC coaches build their culture around the concept to lead, develop, and promote positive hockey experiences by values of fair play and sportsmanship through respect for all participants. Attracting some of the most influential trainers in the business, the NSWC Hockey Development is a group of elite athletes with vast experience on and off the ice. NSWC teams are taught to embrace individual skill within a safe, positive team environment.



TOURNAMENT HIGHLIGHTS:

- Largest initiation hockey tournament in BC
- All H3, H4, and Novice girls play on our ¾ size rinks. Only Tyke and H2 teams play cross-ice on our Large ice surface.
- Every player is given an awesome swag bag, which has included shirts, toques or hats, draw string bags, coupons, and pucks.
- Every player receives a tournament medal and program guide.
- Teams are provided pizza and/or cinnamon buns during the tournament.

FACILITY STATS AND USAGE

TNT SPECIFIC STATS:

- Roughly 60 teams with over 800 players
- In the 4 day tournament, approximately 14,000 people enter the facility



IN SEASON NSWC HOCKEY STATS:

- **MINOR HOCKEY PRACTICES AND GAMES** – 31 teams (Initiation to Midget) practice twice and host games once a week from September through March/April.
- **MEN'S HOCKEY GAMES** – 10 teams play twice a week from October through April, in addition to a draft night and all-star game.
- **BANTAM ZONE & MAJOR/MINOR MIDGET TEAMS** – The NSWC hosts the Vancouver North West Hawks teams of the BC MML.
- Other Tournaments:
 - *Cammi Granato Female Tournament – February.*
 - *Stefan Elliott Invitational Road Hockey Tournament – June.*
 - *NSWC Alumni game – Last year, we welcomed Martin Jones, Colton Sissons, John Negrin, Stefan Elliott, Jansen Harkins, Jordan Weal, and Ben Maxwell, among many others.*
 - *Martin Jones Invitational Pee wee Tournament – October.*
- **ICE RENTALS** – Rentals include NSWC teams, public rentals, outside games, use for the film and television industry, and professional hockey player rentals. Various NHL players use the ice during the off season.
- **DEVELOPMENT** – Private and small group lessons are scheduled year-round with members of our development team. Programs include power skating, puck skills, battle camps, learn to skate, cookie monsters, edging and stroking, and prep camps.
- **SPRING HOCKEY** – In the off season, spring hockey and 3 on 3 teams play and train out of the Club.
- **OPEN HOCKEY** – Open hockey is available every day throughout the year for athletes to train.
- **ACTIVE ALUMNI PROGRAM** – NSWC Alumni return to the Club every spring to train in their off season, from April until October.



ESTIMATED ANNUAL VISITORS: 180,000





SPONSORSHIP OPPORTUNITY

SPONSORSHIP PACKAGES	PLATINUM SPONSOR \$6,000 (1 Available)	GOLD SPONSOR \$2,500 (2 Available)	SILVER SPONSOR \$1,500 (4 Available)
Logo on player t-shirts	✓		
Logo on player cinch bags	✓		
Logo on player toques	✓		
Back page (full colour) ad in TNT program guide	✓		
On-site promotional booth	✓	✓	✓
Rink board advertising for a year (2020)	✓	✓	
Logo on TNT Tournament signage throughout facility	✓	✓	
Logo on NSWC's Tournament website	✓	✓	✓
Logo included in social media campaign through Twitter and Instagram	✓	✓	
Full page ad in TNT program Guide		✓	✓

OTHER SPONSORSHIP OPPORTUNITIES:

- Full Page Ad (\$1,000)
- Half Page Ad (\$500)
- Quarter Page Ad (\$250)
- Silent Auction donation (Gift cards, Tickets, etc)
- Player Swag donation (Snacks, clothing, H2O bottles)
- On-Site Promotional Booth (\$100 for the four-day tournament)

CONTACT EMILY ALLEN EALLEN@NSWC.CA FOR MORE INFORMATION

