



26TH ANNUAL

TNT TOURNAMENT

JANUARY 3 - 7, 2024

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 (U7-U9 Boys and Girls) hockey tournament in BC
- Teams represented from all over BC
- Every player is given a swag bag, which includes shirt, touques/hat, coupons, pucks
- Every player receives a tournament medal and copy of official program guide
- All U8, U9, and Novice girls play on our 3/4 size rinks. Only U7 Girls and U7 teams play cross-ice on our large ice surface
- *NEW* All-star / Alumni Skills Game

FACILITY STATS AND USAGE

TNT SPECIFIC STATS

- 70+ teams with over 800 players
- In the 4 day tournament, approximately 15,000 people visit the facility



SPONSORSHIP REACH:

- **MINOR HOCKY PRACTICES AND GAMES** - 30+ teams (U6 to U18) practice twice and host games once a week from September through April
- **U15-U18 AAA TEAMS** - The NSWC hosts the North Shore Warriors of the CSSHL
- **Other Tournaments**
 - *NSWC Female Faceoff Tournament (February)
 - *NSWC Alumni game. In 2019 we welcomed Martin Jones, Colton Sissons, John Negrin, Stefan Elliott, Jansen Harkins, Jordan Weal, and Ben Maxwell, among many others
 - *Martin Jones Invitational U13 Invitational (October)
 - *Colton Sissons U15 Invitational Tournament (November)



ESTIMATED ANNUAL VISITORS: 180,000

- **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, regional 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

SPONSORSHIP OPPORTUNITY

SPONSORSHIP PACKAGES	PLATINUM SPONSOR (1) \$7,000	GOLD SPONSORS (5) \$3,000	DRESSING ROOM SPONSORS (10) \$1,500
Logo on player t-shirts	X		
Logo on player cinch bags	X		
Logo on player toques	X		
Back page (full colour) ad in TNT program guide	X		
On-site promotional booth	X	X	X
Rink board advertising for a year (2024)	X	X	
Logo on TNT Tournament signage throughout facility	X	X	X
Logo on NSWC's Tournament website	X	X	X
Dressing room with company logo advertised on door and in room	X		X
Logo included in social media campaign	X	X	X
Logo included in North Shore News media campaign	X	X	X
Full page ad in TNT program guide		X	
Preferred seating for All-star/Alumni Charity game	★	★	
2 players spots for the Allstar/Alumni game	★		

OTHER SPONSORSHIP OPPORTUNITIES:

- Full page ad (\$1,000)
- Half page ad (\$500)
- Quarter page ad (\$250)
- Silent auction donation (\$250 gift cards, tickets, etc.)
- Player swag donation (snacks, clothing, H2O bottles)
- On-site promotional booth (\$100/day, 4 day tournament)
- Photo booth sponsor (\$850)

*Provides booth with exclusive recognition; name/logo inclusion on all print and digital event collateral



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