



## 200TH ANNIVERSARY ALUMNI ALL-STAR GAME

# SPONSORSHIP OPPORTUNITIES

### BE PART OF HISTORY ON THE ICE!

Join our sponsors for the 200th Anniversary Alumni All-Star Game and experience unforgettable moments of the Winter Classic in DéjŊé. Explore our sponsorship tiers and see how you can get involved!

#### All Sponsorship Packages Include:

- Event Recognition • Food & Beverage Access
- Official Merchandise Package: Program | T-Shirt | Hoodie | Hat | Toque

Tier & Investment	Event Access & Hospitality	Unique Experiences	Media & Brand Exposure	Additional Tier Inclusions
<b>Title Sponsor</b> <b>\$250,000</b> <i>(\$220,000 tax receipt)</i>	<ul style="list-style-type: none"> <li>• Full VIP Table (7 Guests)</li> <li>• Reserved Premium Seating</li> <li>• Airfare &amp; Accommodations</li> <li>• Charter Flights To/From DéjŊé</li> </ul>	<ul style="list-style-type: none"> <li>• Naming Rights</li> <li>• Cultural Experiences (Muskox Hunt / Ice Fishing)</li> <li>• Exclusive Pre-Events</li> <li>• Category Exclusivity</li> <li>• VIP NHL Alumni Access</li> </ul>	<ul style="list-style-type: none"> <li>• Guaranteed Integrated Social Media Recognition</li> <li>• Broadcast Mentions</li> <li>• On-Screen Logos</li> <li>• Digital &amp; Social Media Rights</li> <li>• Venue Branding</li> </ul>	<ul style="list-style-type: none"> <li>• Sponsor Jersey</li> <li>• 2 Game Jackets Per Table</li> </ul>
<b>Platinum</b> <b>\$100,000</b> <i>(\$85,000 tax receipt)</i>	<ul style="list-style-type: none"> <li>• Full VIP Table (7 Guests)</li> <li>• Premium Seating</li> <li>• Luxury Travel &amp; Accommodations</li> </ul>	<ul style="list-style-type: none"> <li>• Optional Guided Experiences</li> <li>• Up to 4 Guests Stay in DéjŊé for Closing Ceremonies</li> <li>• 1 Pre-Planned Private Events</li> <li>• Full Celebrity Coordination</li> </ul>	<ul style="list-style-type: none"> <li>• Guaranteed Integration Across All Media</li> <li>• Premier Sponsor Recognition</li> </ul>	<ul style="list-style-type: none"> <li>• Sponsor Jersey</li> <li>• 2 Game Jackets Per Table</li> </ul>
<b>Founding Sponsor</b> <b>\$50,000</b> <i>(\$40,000 tax receipt)</i>	<ul style="list-style-type: none"> <li>• 2 Event Tickets</li> <li>• Option to Purchase 4 Additional Tickets</li> <li>• Airfare &amp; Charter to DéjŊé</li> </ul>	<ul style="list-style-type: none"> <li>• Up to 3 Guests Stay in DéjŊé for Closing Ceremonies</li> <li>• Muskox Hunt or Ice Fishing</li> <li>• Exclusive Summer Fishing Package</li> <li>• Community Recognition Plaque</li> <li>• First Right of Refusal for Future Packages</li> </ul>	<ul style="list-style-type: none"> <li>• Logo &amp; Recognition in Event Materials</li> </ul>	<ul style="list-style-type: none"> <li>• Game Jacket</li> </ul>
<b>Gold</b> <b>\$25,000</b> <i>(\$22,500 tax receipt)</i>	<ul style="list-style-type: none"> <li>• 4 Event Tickets</li> <li>• Reserved Seating</li> <li>• Option to Purchase 2 Additional Tickets</li> </ul>	<ul style="list-style-type: none"> <li>• Same-Day Private Charter to DéjŊé</li> <li>• Return Flight to Yellowknife</li> </ul>	<ul style="list-style-type: none"> <li>• Integrated Social Media Recognition</li> <li>• Event Promotions</li> </ul>	<ul style="list-style-type: none"> <li>• Sponsor Jersey</li> <li>• Game Jacket</li> </ul>
<b>Silver</b> <b>\$10,000</b> <i>(\$7,500 tax receipt)</i>	<ul style="list-style-type: none"> <li>• 2 Event Tickets</li> <li>• Reserved Seating</li> <li>• Option to Purchase 2 Additional Tickets</li> </ul>	<ul style="list-style-type: none"> <li>• Participation in Premier Northern Hockey Experience</li> </ul>	<ul style="list-style-type: none"> <li>• Brand Alignment</li> </ul>	<ul style="list-style-type: none"> <li>• Custom Sponsor Jersey</li> </ul>

Interested in our sponsorship packages?  
 Contact Cal at [Cal@babychgroup.com](mailto:Cal@babychgroup.com) to learn more.