DOCS ON ICE MUSKOKA

2016 SPONSORSHIP PACKAGE

INSIDE THIS PACKAGE AWAITS A TRULY UNIQUE OPPORTUNITY TO BE PART OF SOMETHING GREAT.

LIKE WAYNE GRETZKY SAID, YOU MISS 100 PERCENT OF THE SHOTS YOU DON'T TAKE. DON'T MISS THIS SHOT.

DOCS ON ICE

Muskoka 2016
Sponsorship Opportunities

March 31 to April 2, 2016

Over 900 physicians & medical students on 55 hockey teams from all across Ontario will gather and compete to raise charitable dollars for Hospice Huntsville.

Hospice Huntsville
Bev Lashbrook or Melissa Polischuk
705-789-6878
blashbrook.hospiceh@vianet.ca

www.DocsOnIce.ca
Special Guests

Alan Doyle

Alan Doyle is an actor, producer, newly minted bestselling author, and best known as lead singer for Newfoundland’s beloved Great Big Sea for more than 20 years will be performing. Alan Doyle hails from Petty Harbour, NL, and formed Great Big Sea in 1993 with Sean McCann, Bob Hallett, and Darrell Power, in which they fused traditional Newfoundland music with their own pop sensibilities. Their nine albums, double disc hits retrospective, and two DVD releases have been declared Gold or Platinum and have sold a combined 1.2 million copies in Canada. So Let’s Go continues to cement Alan Doyle’s reputation as one of our country’s most treasured musicians and storytellers. “I always want people to have the greatest night of their life when the house lights go down.”

Roy MacGregor

Roy MacGregor has been a journalist for 40 years and has been with the Globe and Mail since 2002. He has been nominated for 10 National Newspaper Awards, winning twice, as well as winning four National Magazine Awards and two ACTRA Awards for television screenwriting. He is the author of some 50 books, 30 of them in the internationally successful Screech Owls hockey mystery series for young readers. He has written several books on hockey, on Canada, on the James Bay Cree and on Tom Thomson. His latest book is Canoe Country: The Making of Canada (published September 2015). In 2005, he was named an Officer in the Order of Canada. In 2012, he was the media inductee into The Hockey Hall of Fame. In 2015 he was inducted into the Ontario Sports Hall of Fame and he is a member of the Huntsville Sports Hall of Fame. He sits on the selection committee for the Canadian Sports Hall of Fame as well as for the Order of Hockey in Canada.
One central premier host resort to be the hub for accommodation, reception and gala event

Deerhurst Resort

Charity, Camaraderie and Sportsmanship are the three principles of Ontario’s largest annual physicians’ ice hockey tournament. Millions of dollars have been raised for charities across the province since its inception in 1983. Now, in its 34th year, Docs on Ice is coming to beautiful Muskoka. Proceeds will go directly to this year’s charitable recipients, Hospice Huntsville and Hospice Muskoka.

What is Docs on Ice?
Docs on Ice is an Ontario Physicians’ Ice Hockey Tournament that attracts over 55 teams and close to 900 players. Annually it is located in a different host city with the most recent tournaments in London, Newmarket and Stratford. The tournament is accompanied by a first class reception, “Locker Room” and gala dinner offering participants the opportunity to socialize and engage with the local community.

HIGHLIGHTS OF MUSKOKA 2016

Thursday March 31
Welcome Reception:
Featuring “The Locker Room” for cocktails, live music and sponsors’ tables

Friday April 1
Hockey Tournament: Six Arenas
Gala banquet, Silent Auction, Alan Doyle and Roy MacGregor
“Locker Room”

Saturday April 2
Hockey Tournament: Six Arenas

CHAIR:
TIM LAPP

COMMITTEE MEMBERS
Rob Whaley
Gerry Forestell
Brian Murat
Roy Kirkpatrick
Tim Withey
Keith Cross
Marty
O'Shaugnessy
Bill Coon
Tony Shearing
Dann Morton
Rich Trenholm
James MacDonald
Steve Hill
Ken Williams
David Johnstone
Andrew Hudson
Emma Love
Adam McClure

www.DocsOnIce.ca
How is this a charity event?

Charity is at the heart of this tournament. Countless hours of volunteer time by many of Ontario’s most prestigious physicians ensure that 100% of net proceeds raised through sponsorships, silent auction and donations go to an outstanding community charity. The total amount raised in previous years has ranged from $100,000 to $350,000.

This year our committee has selected Hospice Huntsville and Hospice Muskoka as the 2016 charity partners. Funds raised will ensure the delivery of quality end of life services and programs in Muskoka. Both of these organizations provide compassionate care and support for clients and their families living with a life-threatening or terminal illness. With a devoted team of caring volunteers, board members and staff individuals are supported at their end of life journey with emotional, physical, social, spiritual needs and practical support.

Docs on Ice Muskoka is proud to offer a variety of unique opportunities for your business to showcase your support for end of life care, the medical community, the importance of recreation and philanthropy. As a sponsor, you can engage with physicians from across Ontario throughout the weekend to promote your company and its products and services.

This sponsorship opportunity will increase your brand awareness by allowing you to engage with physicians who are also community leaders. The physicians that will be attending this weekend are highly educated professionals that have significant dispensable income available to them.

How will Sponsoring this Event Benefit Your Business?

The 2016 Docs on Ice Muskoka event promises to provide excellent opportunities for your company to engage the physicians, their families, volunteers and dignitaries. With Deerhurst Resort acting as “Hockey Central” and having a significant proportion of physicians in one location for accommodations and receptions, this is a sponsorship opportunity unlike other Docs on Ice events. This captive audience will allow your company and its brand to be experienced at this engaging charitable hockey tournament.

www.DocsOnIce.ca
Sponsorship Levels

EXCLUSIVITY OF SPONSORSHIP OPPORTUNITIES EXISTS WITHIN THE PLATINUM AND GOLD SPONSORSHIP LEVELS

Platinum Sponsor – $25,000 Only one opportunity
- Exclusive rights to have sponsorship and marketing opportunity (platinum and gold)
- Prominent placement of logo alongside title in all event signage, advertising and promotion
- 6 Gala Event tickets
- Hospitality suite at Deerhurst Resort
- Full page advertisement in event program (first choice of placement)
- Logo on screen display at Deerhurst Resort/Gala location
- Logo and hyperlink to your company on DOI website and Hospice Huntsville website
- Signage and distribution of promotional material at Deerhurst Resort (Thursday through Sunday)
- Sponsor table in premium location within the “Locker Room” at Deerhurst
- Logo on T-shirt worn by volunteers at event registration, reception, Gala and at arenas

Gold Sponsor - $20,000 x 4 opportunities
- Exclusive rights to have sponsorship and marketing opportunity (platinum and gold)
- Prominent placement of logo alongside title in all event signage, advertising and promotion
- 4 Gala Event tickets
- Hospitality Suite at Deerhurst Resort
- Full page advertisement in event program (2nd through 5th choice of placement)
- Logo on screen display at Deerhurst Resort/Gala location
- Logo and hyperlink to your company on DOI website and Hospice Huntsville website
- Signage and distribution of promotional material at Deerhurst Resort (Thursday through Sunday)
- Sponsor table within the “Locker Room” at Deerhurst Resort
- Logo on t-shirt worn by volunteers at event registration, reception, Gala and at arenas

www.DocsOnIce.ca
EXCLUSIVEITY OF SPONSORSHIP OPPORTUNITIES EXISTS WITHIN THE SILVER AND BRONZE SPONSORSHIP LEVELS

Silver Sponsor - $15,000 x 3 opportunities
- Exclusive rights to have sponsorship and marketing opportunity (silver and bronze)
- Prominent placement of logo alongside title in all event signage, advertising and promotion
- 2 Gala Event tickets
- Hospitality Suite at Deerhurst Resort
- Half page advertisement in event program (1st through 3rd choice of placement)
- Logo on screen display at Deerhurst Resort/Gala location
- Logo and hyperlink to your company on DOI website and Hospice Huntsville website
- Signage and distribution of promotional material at Deerhurst Resort (Thursday through Sunday)
- Logo on t-shirt worn by volunteers at event registration, reception, Gala and at arenas

Bronze Sponsor - $10,000 x 5 opportunities
- Exclusive rights to have sponsorship and marketing opportunity (silver and bronze)
- Prominent placement of logo alongside title in all event signage, advertising and promotion
- 2 Gala Event tickets
- Half page advertisement in event program (4th through 8th choice of placement)
- Logo on screen display at Deerhurst Resort/Gala location
- Logo and hyperlink to your company on DOI website and Hospice Huntsville website
- Signage and distribution of promotional material at Deerhurst Resort (Thursday through Sunday)
- Logo on t-shirt worn by volunteers at event registration, reception, Gala and at arenas
Specialty Sponsor Opportunities

EXCLUSIVITY OF SPONSORSHIP OPPORTUNITIES EXISTS WITHIN THE FOLLOWING SPONSORSHIP LEVELS

“Locker Room” Sponsor - $20,000
- Exclusive rights to have sponsorship and marketing opportunity (specialty sponsorship level)
- Prominent placement of logo alongside title in all event signage, advertising and promotion
- 4 Gala Event tickets
- Half page advertisement in event program
- Logo on screen display at Deerhurst Resort/Gala location
- Logo and hyperlink to your company on DOI website and Hospice Huntsville website
- Exclusive placement of signage and distribution of promotional material at “Locker Room” entrance at Deerhurst Resort
- Logo on t-shirt worn by volunteers at event registration, reception, Gala and at arenas

Entertainment Sponsor - SOLD
- Exclusive rights to have sponsorship and marketing opportunity (specialty sponsorship level)
- Prominent placement of logo alongside title in all event signage, advertising and promotion
- 6 Gala Event tickets
- Full page advertisement in event program
- Logo on screen display at Deerhurst Resort/Gala location
- Logo and hyperlink to company on DOI website and Hospice Huntsville website
- On stage acknowledgement of company and sponsorship
- Logo on t-shirt worn by volunteers at event registration, reception, Gala and at arenas

www.DocsOnIce.ca
Specialty Sponsor Opportunities

EXCLUSIVITY OF SPONSORSHIP OPPORTUNITIES EXISTS WITHIN THE FOLLOWING SPONSORSHIP LEVELS

Hockey Bag Sponsor - SOLD
- Ability to purchase and provide one bag for each player
- Your logo on each bag
- Logo and hyperlink to your company on DOI website and Hospice Huntsville website

The Neutral Zone Sponsor - $7,500 5 Opportunities
- Exclusive rights to brand and promote within The Neutral Zone
- Placement of signage and distribution of promotional materials
- Access within main event hallway
- Prominent placement of association logo in all event signage, advertising and promotion
- Quarter page advertisement in event program
- Individual company logos and hyperlink to each company on DOI website and Hospice Huntsville website

Arena Ice Time Sponsor - $500 Unlimited Opportunities
- Listing in event program within hockey schedule
- Signage within hockey arena
- Logo and hyperlink to your company on DOI website and Hospice Huntsville website
- Sponsor table at hockey arena

Please contact

Bev Lashbrook or Melissa Polischuk
Hospice Huntsville
705-789-6878
 blasbrook.hospiceh@vianet.ca
 mpolischuk.hospiceh@vianet.ca

www.DocsOnIce.ca