



2023 CCM WORLD INVITE
SPONSORSHIP OPPORTUNITIES





| 2023 CCM WORLD INVITE

THE EVENT

The CCM World Hockey Invite Chicago represents the most prestigious hockey event of the year. No other hockey tournament draws together such a large field of teams from as many places! This year's tournament games will take place on 57 ice surfaces at 33 venues throughout the greater Chicagoland area.

When **November 2-5, 2023**

Who **524+ Boys 2005-2014 Birth Year Teams**

Where **Chicago, IL**

FACILITIES

Addison Ice Arena
 All Seasons Ice Rinks
 American Heartland Ice Arena
 Arctic Ice Arena
 Barrington Ice Arena
 Canlan Sports Center West
 Dundee
 Canlan Sports Romeoville
 Centennial Ice Rink
 Center Ice of DuPage
 Crystal Ice House Arena
 Darien Sports Complex
 Fox Valley Ice Rink
 Franklin Park Ice Arena
 Glacier Ice Arena
 Glacier Ice Arena
 Glenview Community Ice Center
 Inwood Ice Arena
 Johnny's Ice House East
 Johnny's Ice House West

MacKenzie Ice Arena
 Morgan Park Sports Center
 Mount Prospect Ice Arena
 Nicholas Sportsplex
 North Shore Ice Arena
 Oak Lawn Ice Arena
 Oakton Ice Arena
 Orbit Ice Arena
 Robert Crown Community Center
 Rocket Ice Skating Rink
 Scott R. Triphahn Community
 Center
 Seven Bridges Ice Arena
 Southwest Crestwood Ice Arena
 The Edge Ice Arena
 The Edge Ice Arena - St John
 Top Shelf Ice Arena
 Twin Rinks Ice Pavillion
 West Meadows Ice Arena
 Willowbrook Ice Arena

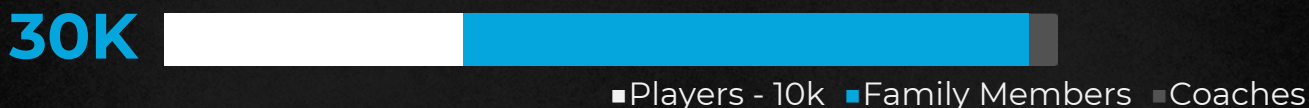


| 2023 CCM WORLD INVITE

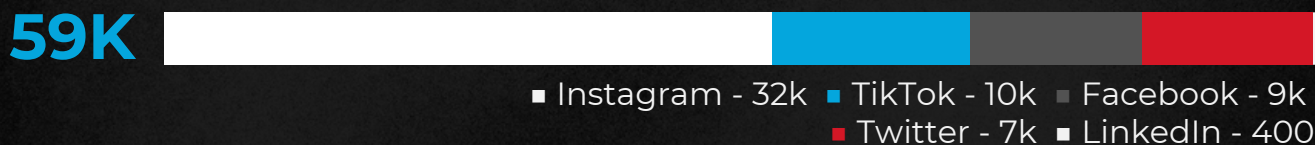
OUR AUDIENCE

Your sponsorship of the CCM World Hockey Invite Chicago provides you contact with over 10,000 youth hockey players as well as ALL of the coaches, parents, and family members that travel from across North America and Europe to view the event. Our staff will work with you to maximize your marketing dollars and reach your target audience by helping you select the appropriate sponsorship level to meet your specific needs. Our captive audience drives over \$15 million dollars in direct spending during the event and has an economic impact of over \$22 million during their stay in Chicago.

Event Attendees



Social Media Followers



Estimated Impressions





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VISIBILITY

In order to maximize your sponsorship dollars, we offer many different options to positively position your brand in front of our captive audience. These options include:

Website

Our website is the primary source of information for all attendees as well as for those tracking the event from afar. Last year's event saw over **32k unique users** visit our site logging over **75k sessions**. Since last season, we have revamped our site and scores and schedule system that allows us to help your brand get more impressions.

Vendor Booth

A vendor booth for Thursday, November 2nd, provides your company the best exposure and face-to-face contact for your company as all participating teams must check in at Seven Bridges Ice Arena for the Opening Night reception. Booths will be limited for the Opening Night Reception (our Vendor Booths have sold out every year!) so confirmation of attendance by sponsors is necessary to ensure you receive exhibitor space.

Email Campaign

Advertise your brand and push traffic to your websites! Email campaigns are sent to the event email list prior to the event. Our event email list is estimated to be 8k+ contacts and our promotional emails traditionally have an open rate ranging from 24%-30% and a click-through rate above 12%.

Arena Activation

Arena activations allow your company to set up for the tournament weekend inside a rink that is hosting your target market to further explain, advertise, and sell your products and services!

This option provides your company a table and the ability to set up at an arena with the age group of your choosing from Friday, November 3rd, through Sunday, November 5th to advertise, market, demo, or sell your products/services.

| 2023 CCM WORLD INVITE - CHICAGO
GOLD SPONSOR





| 2023 CCM WORLD INVITE - CHICAGO GOLD SPONSOR

INCLUDES TWO PREMIUM ACTIVATIONS

SOLD OPENING NIGHT TITLE SPONSOR

Naming Rights to CCM World Invite Chicago Opening Night presented by "Your Brand". Special 20th anniversary logo will include your logo. Event logo and branding will be included in all advertising and marketing of the evening.

CCM World Invite Schedule & Scores Landing Page Branding

Your brand will be featured on our schedules and scores landing page. This page is consistently our most viewed page and we are estimating that branding on this page will net over **750k impressions**.

+ ALL OF THE FOLLOWING ACTIVATIONS

Email Campaign

Advertise your brand and push traffic to your websites! Email campaigns are sent to the event email list prior to the event.

VIP Party Tickets

20 Tickets to VIP party on turf for Thursday evening.

Vendor Booth*

Set up shop at the Coach/Manager reception with a vendor booth.

*Optional

Sponsor Page

Provide your logo and landing page link and we will include your hyperlinked logo on the event's sponsors page.

Stanley Cup

30 minutes with your private guests (up to 20) with Lord Stanley (Stanley Cup). Time TBD on 11/2/2023.

Giveaways*

Have promotional items or gifts you want to share with the event participants?

| Cost **\$10,000**



**COACH/MANAGER RECEPTION
TITLE SPONSOR**



**HALL OF FAME TROPHY
DISPLAY TITLE SPONSOR**



VENDOR EXPO TITLE SPONSOR

**2023 CCM WORLD INVITE - CHICAGO
SILVER SPONSOR**



| 2023 CCM WORLD INVITE - CHICAGO
SILVER SPONSOR

SELECT ONE PREMIUM ACTIVATION

Coach/Manager Reception Title Sponsor

Taking place Thursday, Nov 2 from 4-10pm, the CCM World Invite Coaches/Managers Reception presented by "Your Brand" is expected to see 3,000+ attendees and will be titled with your brand for all advertising and marketing of this event.

SOLD Hall of Fame Trophy Display Title Sponsor

From the Stanley Cup to Ted Lindsay, approximately 20 trophies from the Hockey Hall of Fame will be on display from 4:00-8:00pm on November 2nd. The Hockey Hall of Fame Trophies will be titled with your brand for all advertising and marketing of this event.

SOLD Vendor Expo Title Sponsor

One of the biggest traditions of this event is the CCM World Invite Opening Night Expo presented by "Your Brand". Vendors get to interact with the attendees throughout the night as they enjoy Opening Night activations, celebrity guests, and more.

+ ALL OF THE FOLLOWING ACTIVATIONS

 **Email Campaign**

Advertise your brand and push traffic to your websites! Email campaigns are sent to the event email list prior to the event.

 **Sponsor Page**

Provide your logo and landing page link and we will include your hyperlinked logo on the event's sponsors page.

 **VIP Party Tickets**

10 Tickets to VIP party on turf for Thursday evening.

 **Slap Shot & Stanley Cup**

15 Minutes with members from the movie *Slap Shot* & Group Photo Op with the Stanley Cup. Time TBD on 11/2/2023

 **Vendor Booth***

Set up shop at the Coach/Manager reception with a vendor booth.

*Optional

| **Cost \$5,000**



**OPENING NIGHT FEATURE GAMES
TITLE SPONSOR**

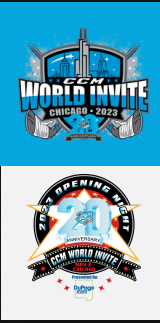


**HHOF EVOLUTION OF THE GOALIE MASK
DISPLAY TITLE SPONSOR**



**HHOF INTERACTIVE GAMES
TITLE SPONSOR**

**2023 CCM WORLD INVITE - CHICAGO
BRONZE SPONSOR**



| 2023 CCM WORLD INVITE - CHICAGO **BRONZE SPONSOR**

SELECT ONE PREMIUM ACTIVATION

Opening Night Feature Games Title Sponsor

On Thursday, November 2, Opening Night includes Ten (10) games featuring the top teams from 7 different birth-years. The CCM World Invite Opening Match presented by "Your Brand" will be the most highly attended games of the weekend.

HHOF Evolution of the Goalie Mask Display Title Sponsor

As a tribute to the history of goaltending technology, the HHOF sets up the Evolution of the Goalie Mask presented by "Your Brand".

HHOF Interactive Games Title Sponsor

During the Opening Night festivities the HHOF sets up an interactive game area of the Turf Party including inflatable knee hockey court, shoot for targets, bubble hockey, etc.

+ ALL OF THE FOLLOWING ACTIVATIONS

Email Campaign

Advertise your brand and push traffic to your websites! Email campaign are sent to the event email list prior to the event.

VIP Party Tickets

5 Tickets to VIP party on turf for Thursday evening.

Vendor Booth*

Set up shop at the Coach/Manager reception with a vendor booth.

Sponsor Page

Provide your logo and landing page link and we will include your hyperlinked logo on the event's sponsors page.

Slap Shot & Stanley Cup

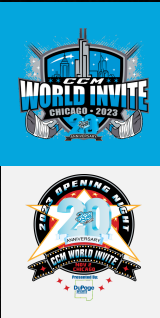
Group Photo with the Stanley Cup and *Slap Shot* movie actors. *Time TBD on 11/2/2023*

Giveaways*

Have promotional items or gifts you want to share with the event participants?

*Optional

| **Cost \$3,000**



| 2023 CCM WORLD INVITE

ARENA ACTIVATIONS

Arena activations allow your company to set up for the tournament weekend inside a rink that is hosting your target market to further explain, advertise, and sell your products and services!

This option provides your company a table and the ability to set up at an arena with the age group of your choosing from Friday, November 3rd, through Sunday, November 5th to advertise, market, demo, or sell your products/services. **All Arena Activations must be approved.**

| Cost **\$250/Arena**





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ARENA ACTIVATIONS

If you are interested in sponsoring the 2023 CCM World Invite, please submit the inquiry form at 200x85.com/sponsorship/.

