

# 2003 Pan American Games

## Silver Medalists



### Field Hockey Canada is Committed to our Sponsors

Sponsorship benefits can be tailored to help achieve your corporate objectives.

We will work with you to insure you realize maximum effectiveness for your support and will meet with you to discuss your sponsorship in a post-event review.

**For Further Information please contact:**

### The Future Is Bright

Field Hockey Canada will continue to develop benefits to meet the ongoing needs of our sponsors. We encourage long lasting relationships with all our sponsors.



*Amateur Sport has a passionate following across a wide demographic spectrum.*

## Strengthen Your Brand Profile Within this Community

### A World of Opportunity is Waiting For You.

*Field hockey has been an Olympic sport since 1908. It is currently played in 120 countries across the globe by both men and women, youths and adults. The Canadian Men's Team, which competed in the Sydney Olympics, is drawn from a wide cross section of Canadas cultural mosaic.*

### An Attractive Demographic

The field hockey spectator and player personifies Canadian identity. Young, multicultural, educated, and with a disposable income. In addition, they attract more friends and families with similar lifestyles. This is truly an attractive demographic.

### Reap the Benefits of Supporting Amateur Athletes

More people are enjoying their time at amateur sporting venues. Tap into this unspoiled sporting opportunity.

**2nd MEN'S PAN AMERICAN CUP 2004**

**ARGENTINA**  
**BRAZIL**  
**CANADA**  
**CHILE**  
**CUBA**  
**MEXICO**

**NETHERLANDS ANTILLES**  
**PUERTO RICO**  
**TRINIDAD AND TOBAGO**  
**URUGUAY**  
**USA**  
**VENEZUELA**

**LONDON ONTARIO CANADA**

**May 12 - 23, 2004**

# Put Your Name Front And Centre

With Limited Advertising Space SPECTATORS WILL SEE what you have to offer. Take a look at the Sponsor Opportunities and Benefits.

We are pleased to invite you to join Our Platinum Sponsors, Sport Canada and Ontario Trillium Fund, who have contributed \$60,000 toward the success of this major event. We are seeking additional corporate sponsors who would be interested in receiving high profile from their involvement. Take a look at the financial contribution and benefits that apply to the different sponsor status and consider an appropriate contribution.

During a 12 day period an estimated 12,000 fans from across North and South America will witness an amazing event right here in Canada's own backyard. This event is the **2004 Pan American Cup of Field Hockey**. It is to be staged in London at the University of Western Ontario's TD Waterhouse Stadium. During this World Cup qualification event, where the winner is awarded an automatic berth to compete at the 2006 World Cup, brilliant victories and unsettling losses will be the order of the day. Canada and Argentina (both competitors at the 2000 Sydney Olympics) are expected to add a new chapter to their historic grudge match while Cuba and Chile will undoubtedly produce some interesting results. Cuba, a relentless competitor, made an appearance at the 2002 World Cup.

Twelve Teams scheduled to compete for Pan American supremacy are:

- ARGENTINA**
- BRAZIL**
- CANADA**
- CHILE**
- CUBA**
- MEXICO**
- NETHERLANDS ANTILLES**
- PUERTO RICO**
- TRINIDAD AND TOBAGO**
- URUGUAY**
- USA**
- VENEZUELA**

## Reach Beyond Borders

As you can see this is an international affair. If your marketing interest lies beyond the Canadian or North American borders, here is your chance to showcase your brand in the communities represented by the 12 participating countries.



## SPONSORSHIP OFFERING

	\$5,000 <b>GOLD</b> (max 4)	\$2,500 <b>SILVER</b> (max 6)	\$1,000 <b>BRONZE</b> (no max)	\$250 <b>FRIENDS</b> (no max)
<b>Exclusive Product</b>				
Banner at Entrance to Stadium	■			
Promotional Material in Player Package	■			
Advert on inside page of Program	■			
Logo on technical clothing	■			
Logo on volunteer clothing	■			
Logo at Reception/ Banquet	■			
VIP Lounge Access	2			
<b>Non Exclusive Product</b>				
Advertising Spaces at field	3	1		
Announced on PA system at each games	■	■		
Press Kit	■	■	■	
Merchandise Booth Space	■	■	■	
All sponsors announcements	■	■	■	
Listed in program	■	■	■	■
Advertising Space within program	full page	half page	half page	
<b>Web-Site</b>				
Logo on Primary FHC site for one year	■			
Logo on first page of FHC PanAm Cup Info	■	■		
Logo to appear on the All Sponsor Page (with link)	■	■	■	
Listed under Sponsors	■	■	■	■
<b>Event Access</b>				
Tournament Pass	5	3	2	1
Reception/ Banquet	4	2	1	1
Privileged Tent Access	4	2	1	1