



ALBERTA



APRIL 2019

The Alberta Challenge is the introduction to the *Alberta Built Program of Excellence* for female athletes and coaches.

A true development focus that challenges players to new personal and team goals in preparing them for their next steps.

**SPONSORSHIP
OPPORTUNITY**



The Alberta Challenge is a Female Development program, providing players, coaches, therapists, equipment managers, administrators and officials an equal opportunity to discover the great qualities of competitive hockey. The Alberta Challenge is alternating years with the Alberta Winter Games. The Alberta Challenge process begins in March, with bantam-aged players trying out at their respective regional camps.

The province is divided into North and South regions, with three teams selected from each region. The six teams compete in the Alberta Challenge tournament in April. The Alberta Challenge aids in the preparation, evaluation and identification of potential players for Hockey Alberta's Team Alberta program. Since the program's inception in 2007, 10 players have participated in the Team Canada U18 program.

350

players at Zone
Tryout Camps

120

players on 6
teams

36

team staff
(coaches, DOP,
trainers, officials)

15

games in the
tournament

2

regional camps
across Alberta

Sponsorship Opportunity

- Ability to incorporate corporate brand and name into specific event brand of the Alberta Challenge
- Corporate brand to be placed on all jerseys associated with the Alberta Challenge program
- Branding direct to the athlete/participants
- Branding at the event
- Print media (posters, etc.)
- Branding on tournament website
- Merchandise
- Opportunity for activation at event

Hockey Alberta Social Media

FOLLOWINGS

Twitter

11,000+

Facebook

5,400+

Snapchat

250+

Website

**2.1+ million
page views**

At a Glance

Tournament

Banquet

Guest speakers

Female hockey development

Community

Parents + Families

Players, coaches, and official
development



Contact Us

For further information, please
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