



**APRIL 25 - 29, 2018**  
**SPRUCE GROVE**

**SPONSORSHIP  
OPPORTUNITY**



**The Alberta Cup is the top Bantam hockey tournament in Alberta, for players, coaches, officials, and support staff.**

Held just prior to the WHL Bantam draft, the Alberta Cup is a showcase of Alberta talent to over 120 WHL scouts. The Alberta Cup is also a major step in the *Alberta Built Program of Excellence* for players, coaches, officials and support staff all looking to develop their skills and knowledge to progress to Team Alberta which competes at a regional and national level each year.



The Alberta Cup is the premiere tournament in the *Alberta Built Program of Excellence*, where the best on best Alberta has to offer compete, learn, develop and prepare for the next step in their hockey careers.

The Alberta Cup facilitates the preparation, evaluation and identification of potential players for Hockey Alberta's Team Alberta program, with more than 700 players annually trying out for 160 spots.

**700**

players at Zone camps

**200+**

participants (players, team, staff, officials, etc.)

**145**

scouts from 22 WHL teams

**20**

games during the tournament

**7**

zone camps across Alberta

## Sponsorship Opportunity

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

## Facts

Since 2010, 534 players who played in the Alberta Cup were drafted into the WHL. Of those 534 players, 72 went in the first round and 4 went first overall in that timeframe.

Since 2010, 17 players who played in the Alberta Cup played on our World Junior Team. Five on multiple occasions.

## Hockey Alberta Social Media

### FOLLOWINGS

Twitter

**11,000+**

Facebook

**5,400+**

Snapchat

**250+**

## Alberta Cup

### GRADUATES

Josh **Morrissey**

Eric **Comrie**

Dion **Phaneuf**

Scott **Hartnell**

Jordan **Eberle**

Devan **Dubnyk**

Braden **Holtby**

Matt **Dumba**

Brayden **Point**

Jake **DeBrusk**

## Contact Us

For further information, please contact:

**TIM LEER**

Direct: 403-3967-0053

Cell: 403-350-0012

Email: [tleer@hockeyalberta.ca](mailto:tleer@hockeyalberta.ca)

## Website

**2.1+ million  
page views**