



2019

The PeeWee Prospects Cup is an introduction program for second year PeeWee players, coaches, support staff and officials to the *Alberta Built Program of Excellence.*

The program consists of four camps throughout Alberta in which eight teams are selected to compete in April at the PeeWee Prospects Cup.

Team building, leadership, skill development and competition are all elements the athletes are introduced to in preparing for the next phase in the Alberta Built Program of Excellence.

**SPONSORSHIP
OPPORTUNITY**



Peewee Prospects Cup program is the entry to the *Alberta Built Program of Excellence* and is held every second year. The Peewee Prospects Cup provides second-year athletes, coaches, trainers and administrators an opportunity to be

introduced to the Program of Excellence and get a feel for competing against top Alberta talent. A competition process focused on development and growth of the players.

770

players at Zone camps

160

players on 8 teams

40

team staff (coaches, DOP, trainers)

18

games in the tournament

4

zone camps across Alberta

Title Sponsorship Opportunity

- Ability to incorporate corporate brand and name into specific event brand of the Peewee Prospects
- Corporate brand to be placed on all jerseys associated with the Peewee Prospects program
- Branding direct to the athlete/participants
- Branding at the event
- Print media (posters, etc.)
- Web branding on Tournament page
- 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**

2015 Stats

18 played for Team Alberta

18 Invited to the U17 Team Canada

57 drafted to the WHL in 2017

10 WHL first rounders

Peewee Prospects Cup

TESTIMONIALS

“Awesome, the best time of my life. This team has become my friends.”

“Thank you to Hockey Alberta for a great experience.”

“I have 19 new friends now, what a great week!”

Contact Us

For further information, please contact:

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