



GRC Sponsorship Package 2025/2026



What is the Grand River Classic?

Our Mission

- **Mission:** Raise funds for the Canadian Cancer Society to support pivotal cancer research
- **Goal:** Provide grants to clinical trials and research studies searching for a cure
- **How:** Host a series of thrilling charitable events
 - Laurier programs compete against one another
 - Unites the Laurier community for a common cause
- **Flagship Event: THE Game**
 - An event that celebrates sportsmanship, charity, and Golden Hawk pride



Canadian
Cancer
Society

THE Game

- **What:** Charity hockey game featuring Laurier Business Students and Laurier Arts & Sciences students
 - Bringing the entire Laurier and K-W community together to drop the mitts against cancer and take the fight to the ice
- **When:** Friday, March 27th
- **Where:** Waterloo Memorial Recreational Complex
- **Why:** To find a cure to such an awful illness



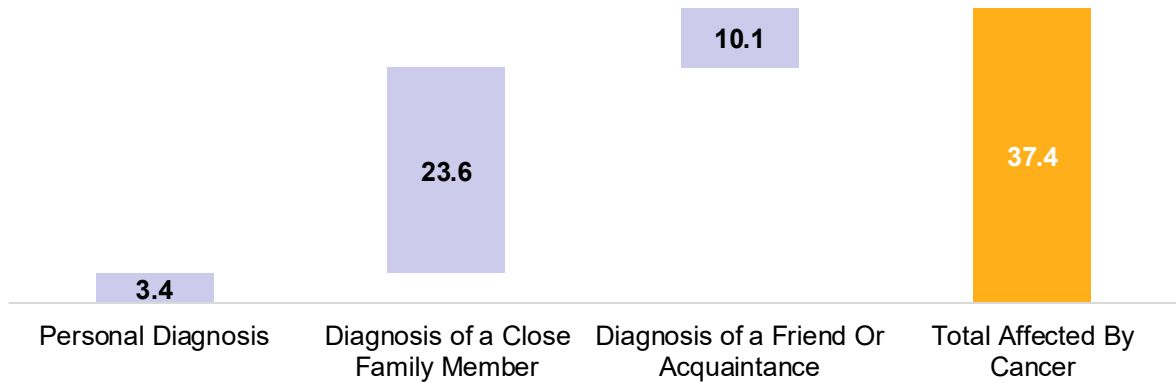
The Grand River Classic Is a Charitable Group Uniting Laurier Through Competitive Events in Support of Cancer Research



Why is Cancer Research Important to the GRC?

Cancer Affects 37M+ Canadians

In Millions



Every Dollar Makes a Difference



Just \$5,000 can provide access to innovative cancer treatments



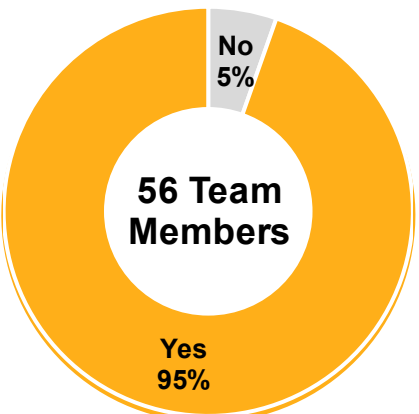
In 2023 / 24, the Canadian Cancer Society raised \$181M



5-year cancer survival rates have increased by 39% since the 1940s

Source: Angus Reid Institute, Canadian Cancer Society, Federated Health Charities

And is of Particular Importance to Team Members



96% of Team Members Are Affected by Cancer

It Is on Canadians Like Us to Act

- **Terry Fox:** Began Marathon of Hope in, running across Canada raise money for cancer research
 - Journey has touched many Canadians and still inspires cancer fundraising efforts to this day
- **Ann Dowsett Johnston:** Became an advocate for breast cancer research after her own diagnosis
 - Underwent treatment and became a supporter of cancer awareness and funding for research



Individuals Can Spark Change in a Challenge That Affects Almost Every Canadian

Our Flagship Event



About THE Game

- THE Game is a charity hockey showdown between Laurier Business students and Laurier Arts & Sciences students
- It unites the Laurier and K-W community to face off against cancer and bring the fight to the ice
- 2025 Event Figures:
 - Raised \$25,000 for charity
 - Drew an audience of 1400+

2025 THE Game



Sponsorship Opportunities

Type	Description	Cost
Goal Sponsor	Your logo will be featured on the arena’s big screen every time a goal is scored, ensuring repeated visibility throughout the game. Every goal will be “brought to you by <u>YOUR BRAND</u> ”	\$500
Powerplay Sponsor	The brand will be highlighted during every powerplay opportunity in the game, maximizing exposure. Every powerplay will be “brought to you by <u>YOUR BRAND</u> ”	\$500
Intermission Sponsor	Your company will host and brand an intermission game, engaging the crowd and keeping excitement high.	\$1,000
Jersey Sponsor	Provides the opportunity for your company’s logo to be stitched onto the official game-worn jerseys.	\$2,000

Sep-25

Oct-25

Nov-25

Dec-25

Jan-26

Feb-26

Mar-26

Other Sponsorship Opportunities

A Prize Sponsors (Donated Product) - Your product will be used as giveaway items for fans, winning teams and top performers

B Entertainment Sponsor (\$500) – Helps to fund a lively environment for all our our players and fans

C Nutrition Sponsor (Donated Product) – The company will be featured through handouts of drinks or snacks to our athletes during the game



All sponsorships directly fund our event lineup, allowing us to maximize charitable contribution.

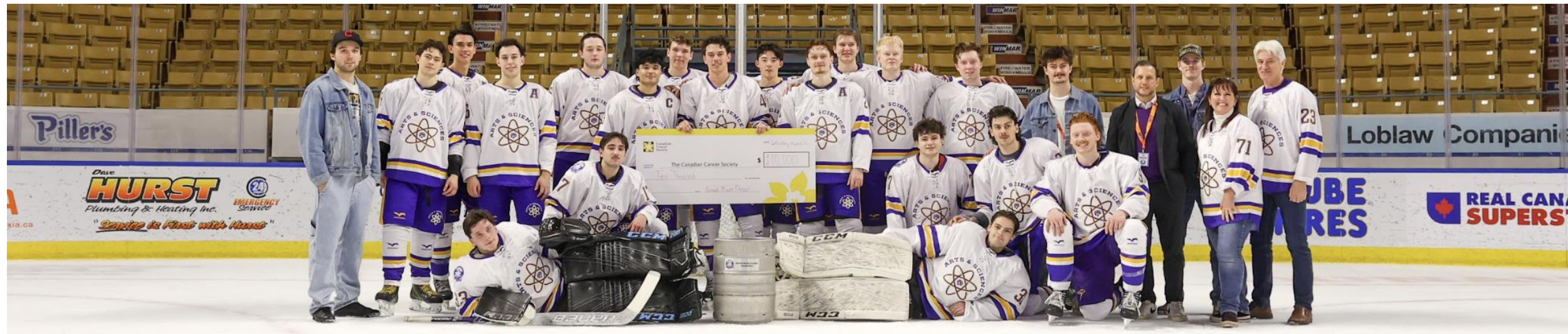
Premium Sponsorship Opportunities

Platinum

- The Platinum package includes a full bundle of all in arena sponsorships (such as goal, intermission, and powerplay sponsorships), ensuring your brand is featured consistently throughout the game-day experience.
- Platinum sponsors will receive the exclusive opportunity to be recognized as one of the main sponsors for another GRC event

Gold

- Gold sponsorship provides strong exposure within The Game by bundling all "in arena" sponsorships into one package



Packages Can be Tailored to Fit Sponsor Needs

Title Sponsorship Opportunities



Presented By: Your
Company

Cost of \$10,000

Your group would be the presenting
sponsor at all GRC events

Premium opportunity to showcase your
brand

Displayed on all posts and graphics



Why Sponsor The Grand River Classic?

Brand & Community Impact

- Aligns your company with Corporate Social Responsibility initiatives
- Enhances public image, creating a positive perception among stakeholders and shareholders
- Builds stronger relationships within the Laurier community and with students, fostering long-term goodwill
- We work with both groups and individuals to help increase our charitable impact

Customer Engagement and Loyalty

- Offers direct interaction with customers through product samples, special offers, and experiences
- Demonstrates commitment to a charitable cause, strengthening customer loyalty
- Increases brand recognition and positive associations among current and potential customers

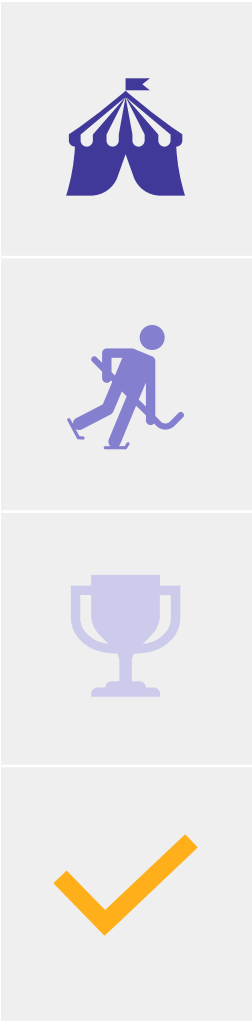
Follow Other Industry-Leading Organizations

- Past sponsors include the following organizations:



Build Goodwill, Grow Loyalty and Gain Recognition By Joining Industry Leaders At The Grand River Classic

How Does Your Partnership Support The Grand River Classic?



- Sponsorships offset event expenses
 - Ensures donations and ticket sales flow directly to the charity
 - Maximizes overall charitable impact
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- Sponsorship keeps players looking professional on the ice
 - Provides matching uniforms and essential gameday gear
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- After event costs are covered, funds go toward raffle prizes and giveaways
 - Prizes drive fundraising efforts and reward top supporters
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- All remaining funds are donated directly to charity

Every Sponsorship Dollar Creates Direct Community Impact Through Events, Equipment, Fundraising and Charity Donations

Our Other Events



About Rivalry Hockey Games

- Rivalry games against other schools across Ontario
- Raises awareness for the Grand River Classic and its mission
- Engages students and community members through competitive, high-energy games
- Provides a platform to fundraise in support of cancer research and related causes
- Builds school spirit while showcasing student-athlete talent and commitment to giving back

The Vision



Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26
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Sponsorship Opportunities

Type	Description	Cost
Prize Sponsors	The brand gives championship prizes, presented to the winning team, spectators and standout players.	Donated Product
Entertainment Sponsor	Funds a lively atmosphere during the games	\$500
Nutrition Sponsor	The company will be featured through handouts of drinks or snacks our athletes during the game.	Donated Product
Event Sponsor	Covers operational costs of event alongside with premier promotion of the brand throughout the event.	\$1,000



Summer Golf Tournament

- The Summer Golf Tournament is a scramble format golf tournament open to all players
- Event Details:
 - 18-hole scramble format
 - Registration package with gifts and refreshments
 - On-course contests and team prizes
- To take place in Summer 2026 in the KW-region

The Vision



Sponsorship Opportunities

Type	Description	Cost
Event Sponsor	Covers operational costs of event alongside with premier promotion of the brand throughout the event.	\$1,500
Food & Beverage Sponsor	Have your company's logo on the flags on each hole	\$500
Prize Sponsor	Your company can provide prizes for contests such as lowest score, closest to the pin and more!	Donated Prizes
Hole Sponsor	Promote your company at a designated hole with signage and the opportunity to interact with players	\$250

Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	➔
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We Look Forward to Partnering and Building Something Great With You