



2025 / 2026 Sponsorship Package



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

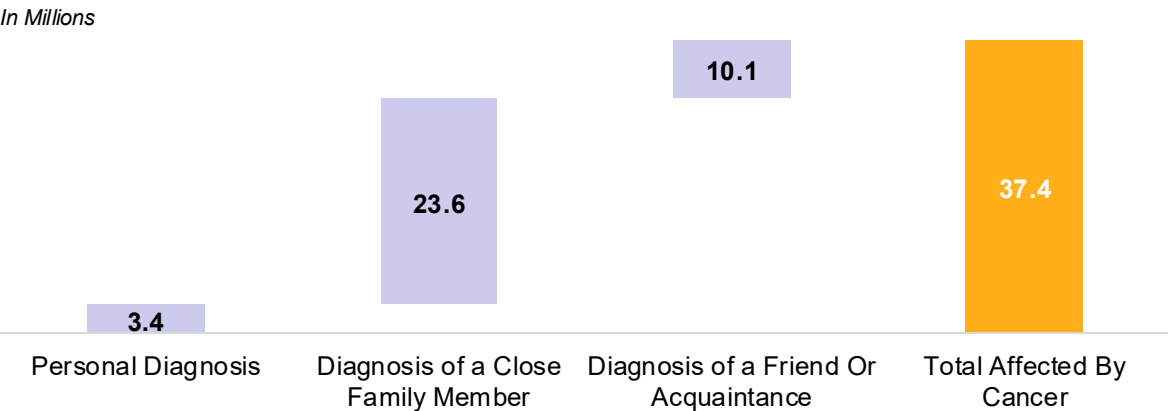


The Grand River Classic Is a Charitable Group Uniting Laurier Through Competitive Events in Support of Cancer Research

Why is Cancer Research Important to the GRC?



Cancer Affects 37M+ Canadians



Every Dollar Makes a Difference



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



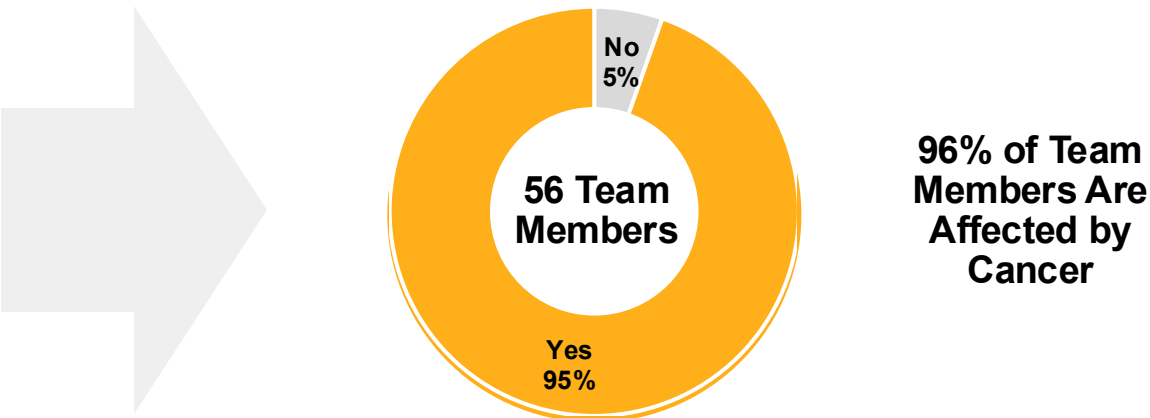
In 2023 / 24, the Canadian Cancer Society raised \$181M



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



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

Events Overview: An Action-Packed Schedule



A

October 2025: Jersey Night

B

November 2025: 3 vs. 3 Basketball Tournament

C

January 2026: Cure Cancer Classic at Queens University

D

February 2026: LUG Hockey Tournament

E

March 2026: THE Game

F

Summer 2026: Golf Tournament

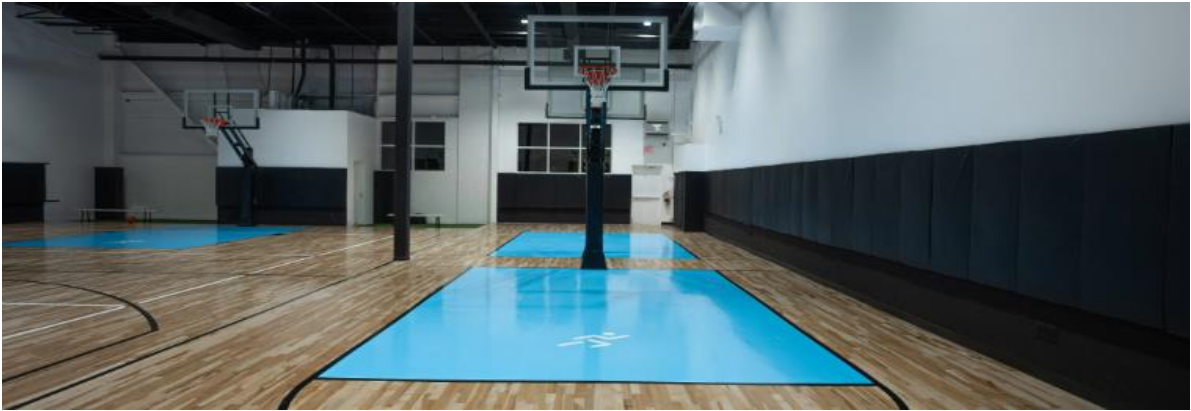
Action-Packed Schedule with Monthly Events, Concluding with Flagship Event: THE Game



About 3 vs. 3 Basketball Tournament

- 3v3 Basketball Tournament hosted at a rented court in Waterloo
- Open to university students of all skill levels
- Fast-paced games highlighting teamwork, competition and school spirit
- An opportunity to bring students together in a fun, engaging environment
- Helps to further spread awareness about the Grand River Classic, in advance of THE Game

The Vision



Sponsorship Opportunities

Type	Description	Cost
Event Sponsor	Covers operational costs of event alongside with premier promotion of the brand throughout the event.	\$1,000
Prize Sponsorships	This opportunity allows for companies to give prizes for the top contenders in the tournament.	Prizes Donated
Jersey Sponsor	The company will cover costs of jerseys used throughout the game and includes company logo on the jerseys.	Cost of Jerseys
Entertainment Sponsor	Funds a lively atmosphere during the tournament	\$500

D

LUG Hockey Tournament



About LUG Hockey Tournament

- Hockey Tournament organized in partnership with LUG Sports
- 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



Sponsorship Opportunities

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

Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26
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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 1200+

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.	\$200
Powerplay Sponsor	The brand will be highlighted during every powerplay opportunity in the game, maximizing exposure.	\$500
Intermission Sponsor	Your company will host and brand an intermission game, engaging the crowd and keeping excitement high.	\$750
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



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

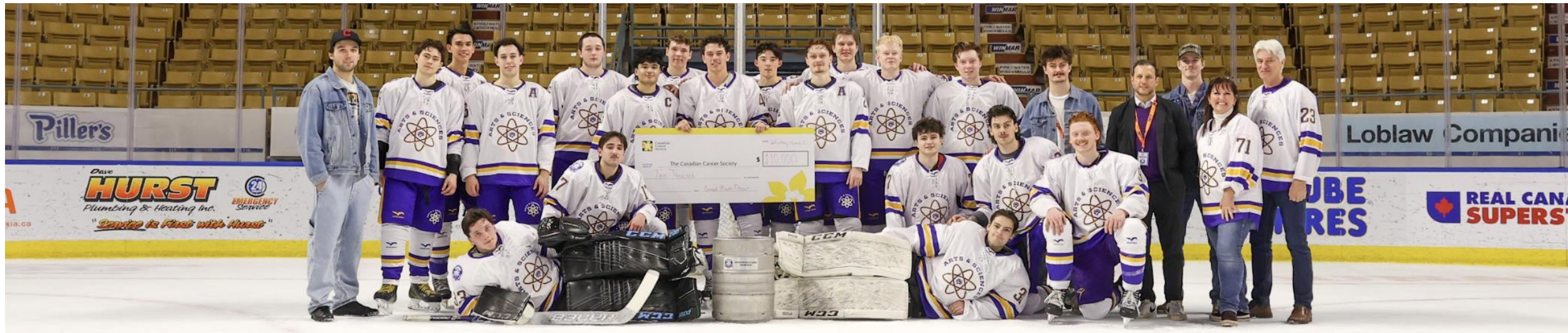
Title Sponsorship Opportunities

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



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

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

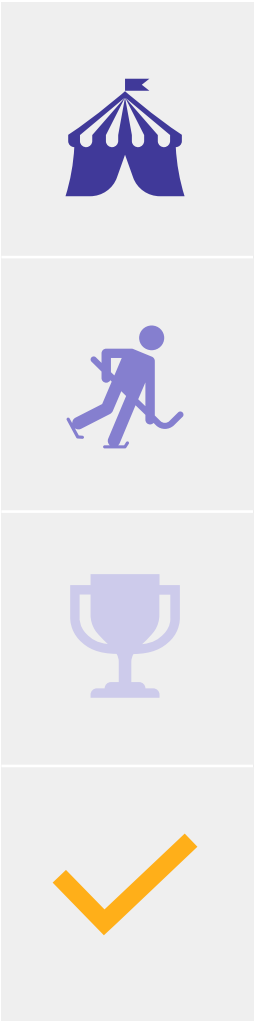
Follow Other Industry-Leading Organizations

- 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

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We Look Forward to Partnering and Building Something Great With You