

GRAND RIVER CLASSIC

SPONSORSHIP PACKAGE 2026/27

WHAT IS THE GRAND RIVER CLASSIC?

The Grand River Classic (GRC) is a student-run charitable organization dedicated to bringing the Laurier and Kitchener-Waterloo communities together in the fight against cancer. Founded in 2024, GRC has **raised $85,000+** for cancer research and continues to grow through our flagship event **THE GAME**, and community fundraising events which brought together **11,000+ students and community members** last year.

Our team of 55 Laurier students represents programs across Business, Science, Computer Science, Engineering, Arts, and more. From our flagship charity hockey game between Laurier Business and Laurier Arts & Sciences to bar nights, community initiatives, and other fundraising events, GRC creates opportunities for students and community members to come together while supporting the fight against cancer.



WHY PARTNER WITH GRC?

REACH

Connect with **11,000+** people in the Laurier and Kitchener-Waterloo communities through GRC's campus presence, events, social media, and digital channels.



ENGAGEMENT

Go beyond traditional logo placement through brand activations, booths, giveaways, and branded merchandise. Create memorable experiences that encourage direct interaction with attendees.



IMPACT

Make a meaningful contribution to cancer research by partnering with GRC as we aim to surpass last years fundrasing of **$60,000** and reach our **goal of $100,000**



THE GAME - GRC'S FLAGSHIP EVENT

Date: March 2027

THE Game is the Grand River Classic's flagship charity hockey event, bringing together Laurier students, alumni, families, and members of the Kitchener-Waterloo community for a night centered around hockey, community, and giving back. Featuring a matchup between Laurier Business and Laurier Arts & Sciences, the event combines competitive hockey with entertainment, fundraising, and opportunities for sponsors to engage directly with attendees.







SPONSORSHIP TIERS

DELUXE SPONSORSHIP

Title Sponsor - $7500

As the Title Sponsor, you will receive maximum brand exposure throughout the entire event. Your company will receive benefits including:

- **Exclusive Title Sponsor Recognition:** Recognized as the headline sponsor during the opening ceremony with the official announcement **“Grand River Classic’s THE Game is presented by [company name].”**
- **Premium Brand Exposure:** Placement of company name and logo across all promotional materials: social media pages (Instagram, LinkedIn, TikTok), in arena banners, and the venue’s big screen
- **On-Site Brand Activation:** An opportunity to have a company booth at the arena to engage directly with 1500-2000 attendees and raise brand awareness
- **VIP Event Experience:** Reserved VIP seating area for company attendees

SPONSORSHIP TIERS

DELUXE SPONSORSHIP

Merchandise Sponsor - $5000

As a Merchandise Sponsor, you will put your brand into the hands of university students through GRC's branded merchandise and event giveaways. Merchandise sponsors help provide **branded apparel and promotional items** for our team (e.g., hats, shirts, hoodies, tote bags, water bottles, and stickers) featuring your company's logo. These items will be worn and used by GRC members throughout the year and given out at events, creating lasting visibility both on campus and beyond. Your company will also be featured on event-specific merchandise, including branded **Star of the Game t-shirts** awarded to the three players each game.

SPONSORSHIP TIERS

Team Sponsor - $2500 Per Team

Put your brand at the centre of The Game by sponsoring one of our **Lazaridis, Arts & Science, or Women's teams**. As a Team Sponsor, your company's logo will be featured prominently on **team jerseys** and recognized across GRC's social media, event-day promotions, and marketing materials. With your brand worn by the team in front of 1,500–2,000 fans, this is a unique opportunity to align your company with the rivalry and build a connection with players and supporters.

Warm Up Sponsor - $2500

As a Warm-Up & Fan Sponsor, your brand will be featured throughout pregame activities, interactive fan games such as Dance Cam, and giveaways leading up to puck drop. Your company will receive PA recognition with announcements such as **"This activity is brought to you by [COMPANY NAME]"**, along with social media promotion. Sponsorship also includes exclusive naming rights to the **"Fan of the Game"** award and branded rally towels featuring your company logo, giving your brand a visible presence throughout the arena and helping build excitement throughout the game.

SPONSORSHIP TIERS

Intermission Sponsor - $1500

As an Intermission Sponsor, your brand will have the opportunity to host and brand a game or activity during the intermission, engaging a captive audience of 1,500–2,000 attendees. Games may include Bean Bag Ice Toss, Name That Tune, etc. Before the game begins, your company will be announced as the presenter with the phrase **“This game is brought to you by [COMPANY NAME]”** over the PA system. This gives your company the opportunity to create a unique, interactive experience that puts your brand directly in the hands of attendees.

Goal Sponsor - $1000

As a Goal Sponsor, your company’s logo will be featured on the big screen every time a goal is scored during the game, with your brand announced over the arena’s PA system. Each goal will be introduced as, **“Lazaridis goal, brought to you by [COMPANY NAME], scored by…”** This offers your company repeated and highly visible exposure throughout the event while positioning your brand alongside the most exciting moments of The Game. **Optional**: Donate per goal, with recognition during the game.

SPONSORSHIP TIERS

Power Play Sponsor - $750

As a Power Play Sponsor, your brand's logo will be featured during every power play throughout The Game. Before each power play begins, your company will be announced over the PA system with the phrase, **"Lazaridis power play, brought to you by [COMPANY NAME]."** This creates repeated brand recognition throughout the game while associating your company with the anticipation and energy of every power play.

Supporting Sponsor - $250-$500

As a Supporting Sponsor of Grand River Classic's THE Game, your company can show its support for GRC while **contributing to our mission of raising funds for cancer research**. This provides an accessible opportunity to engage with the Laurier and Kitchener-Waterloo community, with your company recognized across GRC's social media and event materials.

SPONSORSHIP TIERS

Gameday Essentials Sponsor- In kind

Donation of hockey tape, water bottles, towels, or other game-day essentials to keep our athletes prepared and ready to hit the ice! In recognition of your support, your company will receive a social media feature on GRC's Instagram before and after the event.

Refreshment Sponsor - In kind

Donation of snacks, sports drinks, protein bars, or other refreshments to keep our athletes fueled, hydrated, and ready to give it their all on the ice! In recognition of your support, your company will receive a social media feature on GRC's Instagram before and after the event.

Product Sponsor - In kind

Donation of your company’s merchandise to be shared with our athletes, energetic fans, and GRC club members. In recognition of your support, your company will receive a social media feature on GRC's Instagram before and after the event.

SPONSORSHIP TIERS

OTHER SPONSORSHIP INQUIRIES

If our existing sponsorship tiers do not align with your company’s goals, we welcome the opportunity to create a customized sponsorship package tailored to your needs. Our team will work closely with you to bring your ideas to life and develop a partnership that aligns with your brand while supporting GRC’s mission of raising funds for cancer research.





OTHER EVENTS

SOCIAL NIGHTS

Each year, GRC hosts two bar nights throughout the school year, bringing the Laurier community together for a night of fun, fundraising, and school spirit. Our first event is our annual Jersey Night, followed by a second themed night that changes each year. These events give students a chance to come together, support GRC, and help us raise money for cancer research!







Interested in sponsoring one of our social nights? Reach out to learn more about available sponsorship opportunities!

RIVALRY GAMES

This year, Grand River Classic is introducing the Rivalry Series, bringing together other Ontario universities for competitive games that combine school spirit, community and a shared fight against cancer. This Rivalry Series will create new opportunities for students to connect, compete, and rally behind an important cause, while giving sponsors increased visibility across multiple university communities and events.







Interested in sponsoring one of our rivalry games? Reach out to learn more about available sponsorship opportunities!

LET'S WORK TOGETHER

THANK YOU!

Thank you for your interest in supporting the Grand River Classic. We would love the opportunity to build a partnership that maximizes value for your organization while helping us raise funds for the Canadian Cancer Society.

If you have any questions or would like to discuss a partnership opportunity, please reach out to our corporate team below.



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