



2025 Sponsorship Opportunities

ABOUT THE TOURNAMENT

The Jason Simmons Memorial Hockey Tournament

"The Simmons" is an annual event that takes place during Easter Weekend at the Miners Forum in Glace Bay and Dominion Rink in Nova Scotia. Proceeds generated from the tournament and tournament dance go directly to supporting the Jason Simmons Memorial Scholarship Fund. Each year the scholarship fund awards local high school graduates with bursaries to be help out with the cost of the university or college of their choice.

Family, Friends and Fun

"The Simmons" is an opportunity for friends, family and community members to get together for a great weekend of fun and friendly competition. It attracts players of all skill levels and is all about good sportsmanship and good times! With many people from the community working and living away from their hometown, the Simmons weekend is an opportunity to return home to reunite with family and friends.

Jason was a person that loved to bring people together for a great time. The fact that the tournament brings so many people together for such a fun weekend is a great tribute to him.



SPONSORSHIP OPPORTUNITIES

The Simmons Tournament is organized by volunteers with a mission of providing a fun and affordable event. All proceeds from the event go to providing bursaries for graduating high school students to help with the costs of furthering their education. The volunteers would not be able to deliver the event without the amazing support of business leaders and community members

SPONSORSHIP OPPORTUNITIES INCLUDE:

Sponsorship Package	Sponsorship Amount
Gold Sponsor	\$3000+
Silver Sponsor	\$2000+
Bronze Sponsor	\$1000+
Division Sponsor	\$500+
Friend of the Simmons	Cash or In-kind
Prize Sponsor	In-kind value



GOLD SPONSOR | \$3000+

The Gold Sponsor enables your business to be the most featured partner of the tournament. This includes all hockey and social activities that take place during the tournament and is limited to one sponsor.

Key benefits include:

- Prominent feature as the Gold Sponsor on posters and signage
- Prominent feature as the Gold Sponsor on the tournament website
- Placement as **the Gold Sponsor** on the tournament sponsorship board
- Your logo featured on the Tournament T-shirt
- Presence in all written and verbal communications for the tournament & tournament events
- No less than two (2) dedicated posts on social media
- A promotional display (product display, branded tent, etc) at the Miners Forum for the duration of the event
- We are open to discussing any promotional opportunities requested by the Gold Sponsor



SILVER SPONSOR | \$2000+

The Silver Sponsorship is an excellent opportunity to participate and be recognized as a key sponsor of the event.

Key benefits include:

- Placement as **a Silver Sponsor** on the tournament sponsorship website
- Placement as **a Silver Sponsor** on the tournament sponsorship board
- Feature in at least two (2) social posts recognizing the silver sponsors on social media
- Logo on posters and signage
- Logo on the Tournament T-shirt



Bronze Sponsor | \$1000+

The Bronze Sponsorship is an excellent opportunity to participate and be recognized as a key sponsor of the event.

Key benefits include:

- Placement as a Bronze Sponsor on the tournament sponsorship board
- Feature in at least two (2) social posts recognizing the bronze sponsors on social media
- Logo on posters and signage
- Logo on the tournament website
- Logo on the Tournament T-shirt



Division Sponsor | \$500+

A Division Sponsorship is an excellent opportunity to participate and be recognized as a key sponsor of the event. There are 9 Divisions in the tournament

Key benefits include:

- Placement as **a Division Sponsor** on the tournament website
- Placement as **a Division Sponsor** on the sponsorship board
- Logo on the Tournament T-shirt
- Feature in at least two (2) social posts recognizing the division sponsors on social media
- Feature on the tournament schedule (paper and web) "Division Sponsored by Your Company"
- Logo on posters and signage

Division	Format
A - Mens	Competitive
B - Mens	Competitive
C - Mens	Competitive
D - Mens	Competitive
E - Family 1	Competitive
F - Family 2	Fun
G - Mens	Fun 40+
H - Mens	Competitive
W - Womens	Competitive
W2 - Womens	Fun

Friend of “The Simmons”

Friend of "The Simmons" is a great way for individuals, small business, or organizations to contribute to the tournament through monetary or in-kind donations at their own discretion.

Key benefits include:

- Placement as a Friend of “The Simmons” on the sponsor board
- Your business or individual name featured beside any in-kind donations (prizes, etc)
- Feature in a social post recognizing the Friends of the Simmons on social media
- The opportunity to make a private contribution is also available



Thank you for your Support !

If you'd like to donate or participate as a tournament sponsor, please contact Laird before Friday March 7th 2025

How to get the most out of your sponsorship

When confirming your sponsorship:

- please share your logo (.png or .jpg file are preferred however we can work with anything)
- the info for the contact person that will help coordinate the sponsorship

Questions?

Please Contact:

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