

2006-07
Partnership Opportunities with the
Cumberland Grads



**Central Junior “A” Hockey League
(CJHL) Franchise**



A Word from the Grads' President

September 2006

Dear Grads' Supporter,

With September upon us, hockey thoughts come to the fore. We at the Cumberland Grads are extremely excited about the upcoming Junior "A" season. As the new owners of the team, we have worked very hard to ensure that this season proves to be an exciting and enjoyable one for all Grads fans, partners and players.

We've been busy! While I would need more space to list all of our accomplishments thus far, I can tell you that our goal is to ensure that Grads Junior "A" hockey is a "win win" for anyone and everyone who associates themselves with the team. We will be 'first class' in everything that we do, and to that end, thus far, we have:

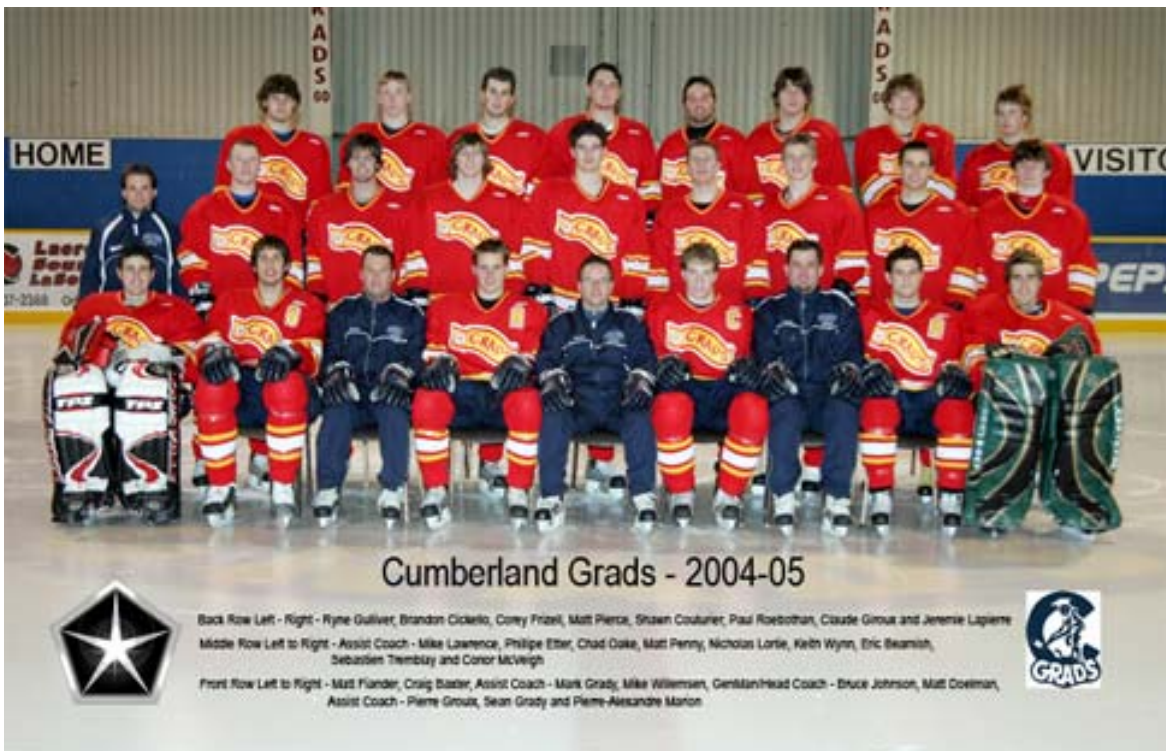
- Made our games more "family friendly" by moving our Sunday home dates to 3PM versus 7PM (will improve attendance)
- Obtained a firm commitment from the City of Ottawa to expand the Navan Memorial Arena with the addition of a dedicated Grad's dressing room as well as a dedicated visitor's dressing room for 2007 (will improve player recruitment)
- Completely revamped our website to make it more fan and sponsor friendly
- Started the planning of our new private box for viewing games – "*The Gradzone*" which will be available for various uses, including by our official sponsors
- Negotiated a contract with Greyhound to provide 47 seat highway coaches, versus school buses, for all of our out of town games

Most important to you, we have completely redesigned our official sponsorship program to make it as worthwhile as possible for you to participate with the Grads in this winning partnership. This year you will be able to partner with the team in a variety of areas, all of which I have included in this package. We would welcome the opportunity to have you involved. As a non-profit company whose aim is to provide a first class entertainment vehicle for our fans and official sponsors/partners, we rely on friends like you to help us achieve our goal. To you we promise that your firm will be publicly recognized as partnering with a dedicated, first class organization. Join us – the fastest game in town!

Steve Barban
President, Cumberland Grads Junior "A" Hockey Club

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1. A Powerful History – A Promising Future

- The Cumberland Grads are part of the Central Junior “A” Hockey League (CJHL), an expanding and more recognized and respected league in Canada.
- Since the incorporation of the team back in 74/75, the team has enjoyed considerable success both on and off the ice in going to the playoffs, players receiving NCAA scholarships and being drafted into the OHL and continuing on to the pro ranks.
 - In the 2006 NHL Draft in Vancouver:
 - **Danny Taylor**, who played for the Grads as a 16 year old before a great career with the Kingston Frontenacs of the OHL signed a 3-year deal with the L.A. Kings.
 - **Claude Giroux**, who also played with the Grads at 16, was taken 22nd overall in the first round by the Philadelphia Flyers.
 - **Jonathan Matsumoto**, who was drafted 79th overall by the Philadelphia Flyers, played for the Grads as a 17 year old.
- The Cumberland Grads home games are played at the Navan Arena seating over 800 people. It is one of the premier entertainment and sports venues in the Cumberland/Navan/Orleans region of Ottawa. Its intimate setting and design provide a comfortable family atmosphere while allowing corporations to take advantage of numerous strategic marketing opportunities.
- Combining a winning strategy on the ice with a first-class fan experience, the Grads offer distinct opportunities for corporate sponsorships, which accomplish multiple branding, and consumer objectives.
- The Cumberland Grads Junior “A” Hockey Club franchise, was purchased by Soo-Boy Sports and Entertainment Inc. effective June 1, 2006.
- Soo-Boy will build on the existing sound base already created for the hockey club, and plans to ensure that the Cumberland Grads serves as a role model for its players, fans and community as a top tier, first class organization, one that all parties can be proud of.
- The new ownership group will continue with, and expand on, the tradition of developing local players as well as reaching out to the Greater Ottawa East-end community. Furthermore, the new group plans on operating a successful winning hockey operation without sacrificing player development.



2. Central Junior “A” Hockey League (CJHL)

- CJHL boasts a strong vibrant 10 team League. CJHL is now one of the most successful Junior “A” developmental leagues in Canada. Teams play to win the BOGART CUP, the symbol of CJHL hockey supremacy.
- **Education and Development:** The single most important element of the CJHL is the successful combination of hockey and education. Players in the CJHL are expected to treat their education as a priority equal to their development as an athlete and each team strives to combine a high level of competition with a commitment to education. With a 55+ game schedule, practice time, off ice conditioning and public appearances, players are well prepared for their next level of hockey, whether it be at the college level or as a professional. The CJHL is truly “Futures on Ice”.
- **Exposure:** The CJHL is scouted extensively by the NCAA, CIAU and Canadian Major Junior teams. Due to the successful professional careers of CJHL graduates, the best scouting staff of many professional teams are also frequent visitors to the league’s arenas.

Divisions:

Robinson Division

| | |
|------------------|---|
| Cumberland Grads |  |
| Ottawa Senators |  |
| Cornwall Colts |  |
| Hawkesbury Hawks |  |
| Orleans Blues |  |

Yzerman Division

| | |
|-----------------------|---|
| Pembroke Lumber Kings |  |
| Nepean Raiders |  |
| Brockville Braves |  |
| Smiths Falls Bears |  |
| Kanata Stallions |  |



3. A Smart Buy

A corporate sponsorship with the Cumberland Grads is a smart buy.

We offer a fully integrated marketing communications program designed to help your company achieve its marketing and sales objectives.

Our approach starts with you, the Sponsor, not with what we have to sell. We want to know everything we can about your business so we can show you how our franchise can provide a marketing platform connecting your brand to your target audiences.

- An average 200,000 visitors to the Navan Arena each year, and thousands of website hits
- Have a possible 15,000¹ potential customers and people who may refer you business as a captive audience over 32 home games, over an eight month period
- Distribute product/service offerings directly into the hands of a clearly defined demographic target market
- Execute sampling programs with direct purchase offers that provide measurable returns
- Expose your brand to potentially over 800 pairs of eyes for a three hour period
- Entertain clients and prospects in an exciting and memorable way
- Create customized promotions to reach highly focused demographic groups in a controlled and captive environment
- Entertain and reward employees in a truly unique and motivating manner
- Extend and improve community relations through customized outreach programs that enrich the lives of underprivileged and challenged individuals and organizations
- Gain entitlement to a brand enhancing segment that reflects the values and attributes of your company's product/service

¹ Based on average past-attendance and potential attendance of Grads home games in the 2006-07 season.



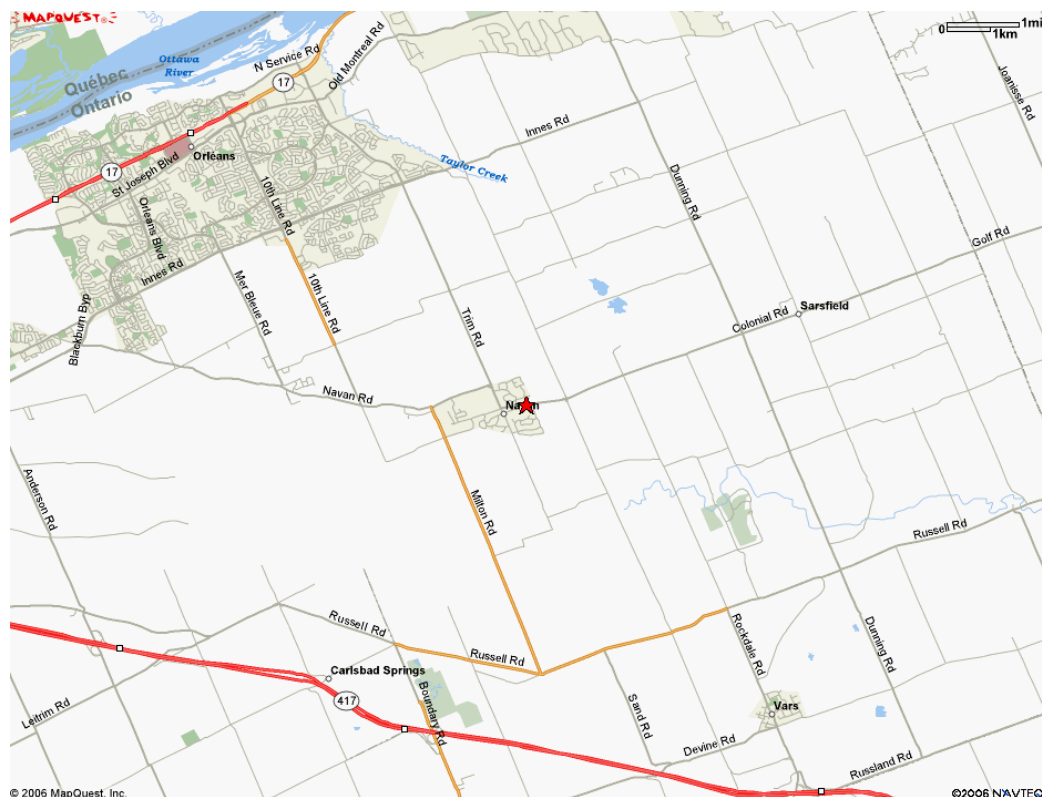
4. East-Ottawa Growth

With a stronger Canadian economy and higher employment, East-Ottawa has is experiencing a boom of growth, particularly in the Cumberland/Orleans/Navan region.

Housing developments are expanding in surrounding areas, all in close proximity with the Cumberland Grads home rink, the Navan Arena. New housing developments not only bring more businesses to the area to fuel economic growth and property value, but also the expanding population is the fan-base to attend the Grads' home games. Each person who attends the games is a set of eyes to view company advertisements in the rink.

Heavy development is taking place off of Innes and Trim road, only a few kilometers from the Navan Arena. The Navan Arena truly is in the heart of this East-Ottawa growth, and the Cumberland Grads' is the draw for fun/well-priced family entertainment. Come take a look for yourself!

Here is where we are located (Note: Areas in white are potential development sites):





5. Corporate Sponsorship Opportunities

“Sponsorships can move a brand forward more dramatically than almost any other marketing activity which is why sponsorship is growing faster than any other part of marketing.” (IEG Report, USA Today, 08-12-03)

Customized Sponsorship packages are created to provide:

- Maximum visibility to build brand loyalty
- Access to fans and networking with fellow sponsors
- Game based promotions and messaging
- Off-site player appearances
- Ticket packages
- Promotional Merchandise
- Game-Day and Yearbook advertising
- Broadcast advertising
- Website promotions and branding
- A captive, qualified audience
- Great regional media coverage
- Community involvement
- Opportunity for Exclusivity
- A competitive presence in-venue

Corporate Sponsorship is only as good as the combined efforts the sponsor and the franchise working together to achieve the sponsor’s marketing and sales objectives.

The Cumberland Grads are renewing their focus on working closely with corporate partners to maximize the potential of the local and regional markets affected by the Grads franchise.

All of our sponsorship packages can be customized to align with the way you communicate and go to market with your products and services.

We are working to create a deeper relationship that delivers measurable return on your sponsorship investment.

We look forward to discussing your marketing and sales objectives in depth in order to provide you with the best possible sponsorship options and customized benefits.



Sponsorships of the Cumberland Grads provide for high impact marketing, advertising, customer relations and promotional opportunities designed to reach an attractive consumer base with measurable results. Corporate marketing opportunities include:

- Customized **ticket plans** for client hospitality, employee incentives, “company nights”, and community-outreach initiatives, with off-site coordination with local businesses/restaurants/hotels for customized events and receptions.
- Highly visible **signage** throughout the Navan Arena concourse and arena, including on-ice, bench area, players’ jerseys & helmets, kick boards and Zamboni, creating brand exposure and effective positioning, leveraged in Navan Arena.
- An innovative **website** (www.cumberlandgrads.com) delivers online opportunities including banner advertisements, sponsored content, promotions and corporate links.
- Unique **print** exposure including the Grads official game program and inserts, pocket schedules and season ticket backs.
- **Promotional programs** designed to provide season-long exposure to Grads fans, including give-aways, trading cards, team photos and merchandise, as well as in-game, on ice fan interactive opportunities, helping to introduce a new product, drive store traffic or increase product purchases.

6. Base Marketing Rights & Benefits

A corporate partnership with the Cumberland Grads means more than just advertising. Besides reaching over 200,000 visitors to the Navan Arena each year, as well as the many website hits, you have the opportunity to partner with the most exciting game in our area!

We at the Grads have designed our sponsorship packages to suit whatever level of partnership you feel is best for your firm. We use our unique marketing, promotional and branding opportunities to help achieve our corporate partner objectives. Each corporate partner that aligns with the Cumberland Grads is entitled to certain Base Rights & Benefits. These include:

- **OFFICIAL DESIGNATION** - Use your association with the Grads to separate your product from your competitors by tagging each media campaign with an



“Official” Designation. (i.e. Official Corporate Partner - Official Sponsor - Official Supplier)

- **CO-BRANDING/PREMIUM LICENSING** - Grads fans are loyal not only to the team, but to the corporate sponsors which support their team. Include the Grads logos on your products and premiums (royalty-bearing) to increase sales and reinforce the branding connection.
- **WEBSITE LISTING/LINKS** - The newly redesigned Grads website, www.cumberlandgrads.com, is growing everyday and will be especially popular for fans tracking our away games in ‘real time’. Links to the Grads website provide incremental value and sales enhancements, and each Grads’ corporate partner is listed on the Grads’ site
- **EXPOSURE** - Many of our partnership opportunities are for “12 months per year” meaning that your company’s name and logo will be displayed for ALL Navan Memorial Arena events including ALL Cumberland Grads home games, ALL Cumberland Barons home games, many Cumberland Minor Hockey home games, the famous Navan Fair as well whenever the ice is rented by any other groups.
- **SEASON TICKETS** – All of our ‘season long’ and 12-month corporate partners receive two complimentary regular season tickets to enjoy the action!
- **The “GRADZONE” PRIVATE BOX** - All of our corporate partners for 2006-07 can enjoy the use of our new private box to view the game. This newly refurbished, enclosed heated private box gives you and your guests great sightlines to watch the game (right at center ice).

7. Marketing Strategies


- **Rink Board Banners:** See your firm’s name and logo right down where the action is! Your banner will receive thousands of visual impressions per game as the spectators follow the puck (Limited availability – act fast!)
- **Grads Wall of Fame – NEW FOR 2006!!** – Sixteen Grads “jerseys” (plastic - 6’x 4’) will be hanging from the rafters along the east side of the arena above the players’ benches – great visibility! Your firm’s name and logo can be displayed beneath any of the jerseys. (These will sell out early!)
- **Game Day Programs** – Have your firm’s logo and information appear on *every* Grads home game program. A ‘*must have*’ for fans!



- **Official Game Puck Sponsor – *NEW FOR 2006!!*** One lucky firm can have their logo imprinted on the back of ALL of our ‘official’ game pucks – which are then given out each game as promotional items to fans, courtesy of the official game puck sponsor (also available for sale as a souvenir). In addition, every time the puck leaves the ice surface, your business will be announced as the official puck sponsor of the Cumberland Grads.
- **Ticket Back Sponsor –** One lucky firm will have the opportunity to have their logo imprinted on the back of all of our home game tickets. We can also accommodate a coupon on the ticket backs to further encourage our fans to attend your business.
- **Jersey Patch Advertising – *NEW FOR 2006!!*** The Jersey Logo opportunity will see your logo get repeated exposure time and time again throughout the season. As the spectators are focused on the players, they are also getting repeated exposure to your colour jersey logo. When the team wears their jerseys to promotional appearances, your logo will also be represented with repeat exposure. This logo will get maximum exposure through all newspaper and printed media throughout the National Capital Region wherever the Cumberland Grads visit during their 2006 – 2007 schedule.
- **Glass Wrap - *NEW FOR 2006!!*** Your company’s logo can be displayed as a continuous sign to create a dominant impact. The glass wrap covers the first 6 inches of glass along the rink directly below the bleachers. It’s a great opportunity for media exposure.
- **In Ice Logos -** Be “in the game” literally with your logo installed into our ice surface for a season full of massive exposure. Ice logos are a part of the game and are constantly viewed by all spectators as the play moves back and forth over the ice surface. Your logo won’t miss a single pass all season long! Ice logos are the “coolest” form of advertising in the game of hockey!
- **Special Teams Sponsor –** Every time the Grads begin a power play or a penalty kill, the PA announcer will mention that “this power play/penalty kill is brought to you by YOUR COMPANY” along with a tag line about your firm. Based on game history this means our fans will hear your company mentioned approximately 10 times during each game!
- **Dressing Room Sponsors – *NEW FOR 2006!!*** Be one of four lucky firms to have a dressing room renamed after their company name for the season. Door signage for each room will identify it as being the “YOUR COMPANY NAME Room”. Every on ice participant, as well as their parents, will see the signage at least twice as they enter and leave the room. Great “in your face” exposure!



- **Present-a-game/Theme nights – A BIG FAN FAVOURITE!** A Grads home game will be promoted as being presented by your firm through announcer mention throughout the night as well as signage (i.e. “tonight’s game sponsor is YOUR FIRM). You are provided with 50 complimentary tickets as part of your partnership, and that night’s promotion (\$10,000 shoot out) will be promoted as being sponsored by your firm...but not to worry – you won’t be on the hook for the 10K! (These sell out early!)
- **Dirtiest Car in the Lot - NEW FOR 2006!!** Just hope they don’t pick you. Each game, Grads staff will scour the lot and announce the dirtiest car, the owner of which wins a free car wash courtesy of your firm.
- **Adopt – A – School Program – NEW FOR 2006!!** Get in on the grass roots of Grads supporters by having your firm become the Name Sponsor of the Grads school and minor hockey team program, which allows the Grads and their marketing partners to integrate their presence into the local community schools and minor hockey teams. Grads players will visit elementary schools and minor hockey teams over the course of the season to award *free tickets*. Your company’s logo will be imprinted on all ticket vouchers used by the students and players (see below), as well as any other school/minor hockey team program related marketing used over the course of the season.

| ADOPT – A – SCHOOL ONE FREE CHILD’S TICKETS | |
|---|---|
| <p>IN APPRECIATION OF YOUR HARD WORK, AND AS PART OF THE GRADS ADOPT-A-SCHOOL PROGRAM, YOUR SCHOOL HAS PARTNERED WITH THE CUMBERLAND GRADS AND “YOUR COMPANY” TO REWARD YOU WITH ONE FREE CUMBERLAND GRADS TICKET TO ANY 2006-2007 GRADS REGULAR SEASON HOME GAME. COMPLETE THE INFORMATION BELOW AND REDEEM IN PERSON AT THE NAVAN ARENA AT GAME TIME.</p> | |
| SCHOOL NAME: _____ |  |
| PARENTS NAME: _____ | |
| STUDENTS NAME: _____ | |
| ADDRESS: _____ | |
| PHONE: _____ EMAIL: _____ | |
| <div style="border: 1px solid black; width: fit-content; margin: 0 auto; padding: 5px;"> YOUR COMPANY LOGO HERE </div> | |



8. 2006-07 Grads Partnership Value/Consideration

| | |
|--|--|
| Rink Board Banner (3'x 8') | \$895 (for 12 months) |
| Rink Board Banner (3'x4') | \$595 (for 12 months) |
| Grads Wall of Fame | \$495 (for 12 months) |
| Glass Wrap | \$1,995 (for 12 months) |
| In Ice Logos (each) | \$795 (full season) |
| Grad's Jersey Patches | \$1,995 (for every Grads player for the season) |
| Official Game Puck Sponsor | \$795 (full season) |
| Ticket Back Sponsor | \$895 (full season) |
| Adopt-A-School Partner | \$1,495 (full season) |
| Game Day Program Sponsor | \$795 (full season) |
| Weekly Three Stars Sponsor | \$995 (full season) |
| Grads Special Teams Sponsor | \$1,995 (full season – 10 PA mentions per game) |
| Dressing Room Sponsors | \$495 (full season) |
| Present-A-Game/Theme nights | \$395 (per game) |
| Dirtiest Car in the Lot Sponsor | \$295 (full season) |

Note that the above prices do not include the actual cost of material production (banners, signs, tickets and pucks), which will be billed to the sponsor/partner AT COST with no mark up. As well, the Grads will take care of any installation requirements for signage. Following the 12-month period, the signage remains the property of the sponsor.

Payment arrangements can be made for each package.



9. Partnership Form

FAX THIS FORM TO THE GRADS @ 613-835-3283 OR EMAIL IT TO
US AT: admin@cumberlandgrads.com

YES, I am interested in partnering with the Grads for the upcoming 2006-07 season!

Company Name _____

Contact Person _____

Telephone Number _____

I am interested in the following program(s). Check those that apply:

- | | | |
|--------------------------|--|--|
| <input type="checkbox"/> | Rink Board Banner (3'x 8') | \$895 (for 12 months) |
| <input type="checkbox"/> | Board Banner (3'x4') | \$595 (for 12 months) |
| <input type="checkbox"/> | Grads Wall of Fame | \$495 (for 12 months) |
| <input type="checkbox"/> | Glass Wrap | \$1,995 (for 12 months) |
| <input type="checkbox"/> | In Ice Logos (each) | \$795 (full season) |
| <input type="checkbox"/> | Grad's Jersey Patches | \$1,995 (for all players for the full season) |
| <input type="checkbox"/> | Official Game Puck Sponsor | \$795 (full season) |
| <input type="checkbox"/> | Ticket Back Sponsor | \$895 (full season) |
| <input type="checkbox"/> | Adopt-A-School Partner | \$1,495 (full season) |
| <input type="checkbox"/> | Game Day Program Sponsor | \$795 (full season) |
| <input type="checkbox"/> | Weekly Three Stars Sponsor | \$995 (full season) |
| <input type="checkbox"/> | Grads Special Teams Sponsor | \$1,995 (full season) |
| <input type="checkbox"/> | Dressing Room Sponsors | \$495 (full season) |
| <input type="checkbox"/> | Present-A-Game/Theme nights | \$395 (per game) |
| <input type="checkbox"/> | Dirtiest Car in the Lot Sponsor | \$295 (full season) |



10. Contact Information

For more information regarding sponsorship of the Cumberland Grads, please contact:

Cumberland Grads Office

1329 Colonial Road
Navan, Ontario, K4B 1N1

Tel. (613) 835-4297

Fax (613) 835-4297

E-mail

admin@cumberlandgrads.com

Website

www.cumberlandgrads.com

President/Governor

[Steve Barban](#)

(613) 835-4297

VP Business Operations

[Dennis Barban](#)

(613) 835-4297

General Manager/Coach

[Mark Grady](#)

(613) 835-4297

Navan Arena:

1295 Colonial Rd.

Navan, Ontario

(613) 835-2066

Seating Capacity: 812

Team Colours: Blue/White

