



# PARTNERSHIP OPPORTUNITIES

## ABOUT THE ISU WORLD CUP SHORT TRACK SPEED SKATING

The Olympic Oval at the University of Calgary along with Speed Skating Canada is set to play host to the ISU World Cup of Short Track Speed Skating November 2 – 4, 2018. This high speed competition will feature the best international short track speed skaters on the Olympic Oval’s hallowed *Fastest Ice in the World*. With the 2018 PyeongChang Olympics having just taken place, this event will be an opportunity for fans of all ages to see repeat performances by their Olympic heroes from around the globe.

## THE TEAMS

We are projecting to host approximately **200 athletes, 50 coaches** and over **50 support staff**.

All teams will arrive no later than the week leading up to the competition; but as this is the first World Cup of the 2018-19 circuit, many teams will arrive weeks in advance to train at Calgary altitude.

## THE AUDIENCE

**The Oval’s Most Recent International Competition** (2017 ISU World Cup Long Track Speed Skating)

- TV audience worldwide: **1.38 Million**
- Canadian TV Audience (CBC): **543,580**
- Countries: **11**
- ISU Webcast views: **20,163**
- SRC Facebook Live impressions: **48,616**

**Last Time the Oval Hosted This Competition** (2016 ISU World Cup Short Track Speed Skating)

- Cumulative audience for all six World Cup events: **404.91 Million**
- Cumulative audience for World Cup # 1 in Calgary: **17.94 Million**
- Canadian audience for World Cup # 1 in Calgary: **509,000**

<b>SIGNATURE SPONSORSHIP OPPORTUNITIES</b>	Premier Sponsor	Breakaway Sponsor	Sprint Sponsor	Pursuit Sponsor
‘Presented by...’ Branding	\$25,000	\$20,000	\$10,000	\$5,000
Recognition on All Advertising (Web, Print, Broadcast)	✓			
Entry Way Signage	✓			
Zamboni Branded	✓			
Opportunity to Speak at Press Conference	✓			
Behind-The-Scenes Tour	✓			
LED Screen Recognition	✓	✓	✓	✓
Dinner with Team Canada	✓	✓	✓	✓
Jumbotron Commercials per Day (15 seconds each)	4	2		
Rink Boards	4	2	1	
Olympic Oval Skating Passes	100	100	50	25
VIP Lounge Passes	10	8	4	4
Parking Passes	5	4	2	2
Olympic Oval Souvenirs	10	4	4	5

**Lanyard Sponsor  
(\$5,000 or lanyards provided  
plus \$2,500 cash)**

Accreditation passes are useless without lanyards. The reach of these small but effective items is the same as the passes they tote, but it is often longer lasting with many people saving and re-using their lanyards.

**Accreditation Sponsor  
(\$2,500)**

Accreditation passes are an integral part of any competition and its access control program. Over a thousand passes will be distributed all non-ticket holding individuals entering the venue, including: Athletes; Coaches/ team staff; Officials; Organizing committee; Volunteers; VIPs; Media; and Vendors/service providers. This competition's accreditation passes have space for up to **two sponsor logos**.

**In-Crowd Prizing Sponsor  
(Prizes provided plus \$1,000 cash)**

Get your product in front of the 3,000 plus fans we anticipate hosting. In-crowd entertainers are lined up to engage fans and build excitement, and nothing gets people excited like the possibility of free stuff! Promotional items can be distributed to the entire audience or higher value products can be used for audience giveaways or contesting during flood breaks.

**Photo Booth/Social Signage  
Sponsor (\$1,000 - \$2,000  
depending on activation)**

A key element of this event's communication strategy is the sharing of user-generated content, and a photo booth is a great way to do this. Volunteers and in-crowd entertainers will also carry custom-made frames throughout the venue, encouraging fans to snap selfies and post to their own social feeds, exponentially increasing the reach of your brand.

**Fan Zone Sponsor (\$500)**

Host a booth in our Fan Zone all three days of the competition, and get access to the hundreds of fans already on-site to showcase your brand.

**Exterior Vehicle Display  
Sponsor (\$2,500)**

Experience the advantage of being both the first and last brand people see at the event. By displaying an actual vehicle, you are exposing your product to a potentially brand new audience. Take advantage of the opportunity to bring in a customer service representative to answer questions and generate solid leads for your brand.

**NEXT STEPS**

We look forward to working with you to customize appropriate recognition and engagement opportunities. For further information, please contact:

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