

★ WICKENHEISER ★



FEMALE
WORLD HOCKEY
FESTIVAL



CURRENT EVENTS....

CALGARY November 14 to 17, 2019

CALGARY November 21 to 24, 2019

SURREY Jan 30 to Feb 2, 2020 and other locations To Be Announced

WICKENHEISER WORLD FEMALE HOCKEY FESTIVAL



The Wickenheiser World Female Hockey Festival has grown into one of the **largest and most celebrated hockey tournaments for young women in the world**. It was born while Hayley Wickenheiser was preparing for the 2010 Olympics. She had a dream to bring women of all ages and skill levels from around the world together so they could engage in the greatest sport in the world – hockey.

She envisioned creating a tournament that would deliver the ultimate hockey experience. This experience **focused on building not just the player, but the whole person**, an event where girls from around the world can form lasting friendships, build life-skills and participate in an event that will build self-esteem, pride, and skill levels through activities, clinics and workshops. Hayley's dream became a reality with the first Wickenheiser Festival in 2010.

Since then, more than 25,000 girls have improved their hockey acumen, learned life-long skills and made lasting friends while participating in this celebrated and prestigious tournament. The event now takes place over three weekends in two cities with its eye on even further reach into new markets.

It also attracts teams from around the world: as far away as India, The Czech Republic, Mexico, Finland and more.





CONNECT WITH HAYLEY

The Wickenheiser World Female Hockey Festival is one of the most recognized amateur hockey tournaments in North America with 3,300+ players and is destined to see its alumni someday represent at international events like the World Championships and Olympics.

The Festival is not only a prominent event, but it's led by a prominent community leader, Philanthropist, Public Persona, Hockey Legend and Hockey Hall-of-Famer – Hayley Wickenheiser. As creator of the Wickenheiser World Female Hockey Festival, member of the International Olympic Committee, member of the Order of Canada and five-time Olympic medalist, Hayley is a reputable and trustworthy brand your organization can partner with to connect with thousands of young female hockey players and their families.

Hayley has, and will work with local personalities, Olympians and sports experts in each market to build a **dream-team roster of presenters and special guests to the participants of each event.**



BY THE NUMBERS



3 WEEKENDS
2 CITIES

NEW LOCALES APPROACHING
REGULARLY FOR OPPORTUNITY
TO HOST ADDITIONAL EVENTS

75%

TEAMS FROM
OUTSIDE THE HOST CITY
& SEVERAL
INTERNATIONAL TEAMS

160+

TEAMS
PARTICIPATING &
EVENT SELLS
OUT IN HOURS

40+

OFF-ICE
CLINICS AND
WORKSHOPS

60+
MILLION

TRADITIONAL MEDIA IMPRESSIONS EACH
YEAR AND GROWING.
SOCIAL MEDIA IS +++

ON TARGET

**~10,000
PEOPLE**

COME THROUGH THE
DOORS DURING THE THREE
WEEKENDS IN TWO CITIES

**FEMALE
HOCKEY**

FASTEST GROWING
SEGMENT OF THE GAME

**3,300
FEMALE
PLAYERS**

YOUNG FEMALES ARE
IDEAL AMPLIFIERS OF
INFORMATION

**NATIONAL
REACH**

REACH NATIONALLY WITH A
LOCAL COMMITMENT

**ENGAGING
FAMILIES**

WELLNESS & LEADERSHIP
WORKSHOPS ENGAGE PARENTS,
OFFICIALS, SIBLINGS,
COMMUNITY-AT-LARGE.



Calgary, AB

November 14-18, 2019
&
November 21-24, 2019

Surrey, BC

January 30 –Feb 2, 2020

Expanding Markets

To Be Announced



EVENT COMPONENTS AND ACTIVATIONS

DRESSING ROOMS

During the course of A SINGLE WickFest event, over two weekends, there are more than 225 games played. That's 450+ full dressing rooms – 2,000 players - 15,300 skates being tied – hundreds of coach talks – thousands of hair ties – 112 celebrations – 112 “look ahead” talks – tens-of-thousands of feet of tape - thousands of plays drawn up – hundreds of thousands of warm-up moves – thousands of high fives – literally hundred of hours spent in the dressing rooms - Talk about a captive audience!

A unique opportunity exists for a partner to dominate these rooms and create a customized experience for the players. The dressing rooms will bear the sponsor name and offer the opportunity to create a strong brand connection with the players through signage, product sampling and a step-up dressing room experience. The dressing room experience will become a talked about portion of the tournament!

ACTIVATIONS INCLUDE

- floor decals in each dressing room/leading into the dressing rooms from outside the door
- brand 'sponsored' stick racks
- dressing room doors decaled
- branded coaching boards (to draw up plays) in each dressing room





WEEKEND KICK-OFF PARTY

Unlike any other “tournament”, a weekend of WickFest kicks off with a giant opening party for the girls to set the tone of the weekend of fun and comradery. This is an opportunity for the girls to listen to music, hear from some of their idols, try some other sports (glow in the dark soccer, for instance) and mix and mingle with other teams. Parents and siblings are also invited to the event and it is the largest single gathering all attendees in one place at one time. A great opportunity to get your brand in front of the biggest audience with the most energy. Special guests have included everyone from the Prime Minister of Canada to Multi—National Recording Artists.



WELLNESS WORKSHOPS

While the tournament is important, WickFest is rounded out by several off-ice components such as several clinics and workshops that don't just focus on developing the athlete, but development of the attendees who take part off the ice too. Much like a professional development weekend for young women and their families.

The sessions are delivered by the best-of-the-best in their fields and often include Olympians, NHLers and world-class experts that would otherwise be unreachable.

Topics are offered to the players, their parents, their siblings, the officials, coaches and everyone involved and may include issues such as sleep, nutrition, financial management, leadership, public speaking, vision testing, concussion workshops and more. It's a holistic approach.





SKILLS CAMP

During the weekends of WickFest, we host two skills camps (a younger group and an older group) for girls who are currently playing on co-ed teams and may not otherwise be able to participate in WickFest because they don't play on a all-girls team who could register. The inclusiveness of WickFest is an opportunity for your brand.



COACH & PARENT LOUNGE

Regardless of the level of hockey player, the common denominator creating opportunities to enjoy the game of hockey is the love and dedication of parents and coach volunteerism. The Wickenheiser Festival recognizes that moms, dads and coaches should also have an opportunity to relax and connect with parents through an enhanced tournament experience. The Parent & Coach Lounge located within a lounge or bar on-site provides a private escape from the bustle of the hockey tournament activity, offering great service in a cozy, comfortable setting.

ACTIVATIONS INCLUDE

- Naming of the Parent & Coach Lounge for the two event weekends
- Sponsor logo and verbal recognition at Opening Ceremonies
- One customized activation opportunity throughout the tournament weekends
- Six (6) invitations to the Opening Ceremonies VIP Reception each weekend
- Sponsor mentions in 4+ social media posts by Hayley
- Sponsor logo and link to company website on WickFest.com
- Full page b&w ad in the souvenir event programs
- Sponsor logo presence on event marketing materials including promotional video



SELFIE STATION

There's one thing that happens even more than face-offs at WickFest....selfies. This year for the first time we are offering a "Selfie Station Sponsorship". We will get goofy pictures from 10 international celebrities (think: high-level athletes, Hayley, Ryan Reynolds, NHL The The WEEKND and other Hayley contacts) and create life-sized decals with speech bubbles regarding WickFest. Decals would contain a hash tag and an agreed upon phrase and apply them to walls in high-traffic areas throughout the rink.

We will literally make selfie sticks out of hockey sticks to be used at these station. Players, families and spectators will not only take selfies and share them on social media but they will engage in a game to take pics with all the "selfie stars" and post them to win a prize package.



GET YOUR GAME ON

Another surprisingly new addition to WickFest this year will be a shot-accuracy booth and other gaming such as pinball machines, golf, etc. This area along with a shot accuracy booth will give players the ability to kill time between games..





PLAYER CARDS

Each player is sent an electronic player card for sharing on social media or with family and friends. This card is sent at no cost to the family and the downloads can be hosted on a website to gather sponsor-requested data, on a microsite with sponsor content or used in other content-driven or marketing manners.





WELCOME BAG ITEMS

When "WickFesters" arrive at the festival they are given a welcome bag prior to their first game. We are known to have bags that are second-to-none. Items donated by sponsors are incorporated into these bags and provide an excellent opportunity to promote product.

