

Dear Prospective Sponsor,

The grit of our local workforce and the spirit of our community are coming together this spring. On behalf of the organizing committee, I am proud to invite you to partner with us for the **Industrial Cup Hockey Tournament**, taking place **May 8–10th at the Fort William First Nation Arena**.

The Industrial Cup brings together teams from across our region's sectors for a weekend of competitive hockey and camaraderie. However, our mission extends far beyond the final buzzer.

### **Play for a Purpose**

We are proud to announce that the Industrial Cup is a **fundraising initiative for BGC Thunder Bay (formerly, the Boys & Girls Club of Thunder Bay)**. All tournament proceeds will be donated directly to the Club to support the vital work they do with local children and youth. By sponsoring this event, you are directly impacting the future leaders of Thunder Bay and ensuring they have the resources and mentorship they need to thrive.

### **Partnership Opportunities**

We have designed our sponsorship levels to reflect the leadership and hard work that define our industry:

- **THE FOREMAN (\$250): The Foundation of Success**  
*As a Foreman-level sponsor, you provide the essential support that makes this event possible.*  
Your company name featured on official tournament signage.  
Recognition across our social media community, connecting your brand with our followers.
- **THE SUPERINTENDENT (\$500): Elevated Brand Visibility**  
*Take a leadership role with increased exposure both on-site and online.*  
Your corporate logo prominently displayed on all official tournament signage.  
Featured brand recognition across our social media platform, highlighting your commitment to an engaged audience.
- **THE GENERAL MANAGER (\$1,000+): The Premier Partnership**  
*Our highest level of engagement, offering maximum brand saturation and exclusive event-day presence.*  
Maximum exposure with "Premier" logo placement on all event materials and signage.  
Dedicated "Sponsor Spotlight" post across our social media.  
Exclusive opportunity to display your company banner in a high-traffic area during the event.

## **Where Your Support Goes: The Impact on Our Youth**

Your sponsorship helps the Boys & Girls Club of Thunder Bay provide critical services, including:

- **Supper Club & Nutrition:** Ensuring kids receive healthy, hot meals and snacks—serving over 40,000 breakfasts, snacks and suppers annually.
- **Leadership Builders:** Specialized programs that teach youth ages 4–18 confidence, teamwork, and job-readiness skills to help them transition into the workforce.
- **Safe Spaces:** Providing a secure environment for after-school tutoring, physical recreation, and mentorship.

## **Invest in Our Community**

Your support doesn't just enhance the tournament experience; it builds a better future for Thunder Bay youth. We would be honoured to have your company represented on the ice this May.

To secure your sponsorship or discuss how you can help us reach our fundraising goal, please contact me directly:

**Kyle Armstrong**

807-632-9477

[karmstrong@pssl.ca](mailto:karmstrong@pssl.ca)

Thank you for your time and for supporting both local sport and BGC Thunder Bay.

Kind regards,

**Kyle Armstrong**

*Industrial Cup Hockey Tournament*