



2020 St. Louis HMI All-Star Breakfast Sponsorship Information

WHO:

HMI is a registered charitable organization in Canada and the United States with 501 (c) (3) status and is a member of the Canadian Council of Christian Charities. With its head office in Montreal HMI is governed by a Board of Directors. Since 1977 Hockey Ministries International, one of the world's largest single sports mission organizations has been proclaiming the message of hope found in Jesus Christ in the world of hockey. HMI has (30) staff members strategically located across North America that are committed to reaching both global and local hockey communities and are supported by a team of over 900 volunteers. HMI actively works alongside churches and Christian leaders in its mission in hockey.

WHAT:

Since 1993 HMI has conducted Outreach Breakfasts during NHL All Star Weekends where the greatest players in the world come together to entertain and display their great skills. The breakfast provides a platform for Christian players to give witness to their Christian faith and to exalt the true All Star, Jesus Christ. Attendees at the 90 minute program will enjoy a delicious breakfast, meet special guests from the world of hockey, get autographs, hear encouraging testimonies, enjoy music and be inspired.

We expect attendance at the 2020 event to be upwards of 1000 attendees from the local fan, business, church and hockey communities. The event is our chance, each year, to get hockey fans, players and friends from new markets involved in the ministry. The morning will include testimonies, sharing of the gospel and an incredible meal. We will recognize and promote our sponsors and each attendee will receive gifts and mementos related to the breakfast and the All Star Weekend.

WHERE: Hotel in downtown St Louis.

WHEN: Saturday, January 25, 2020. 7:15 AM Breakfast. Program begins at 7:45 AM

WHY:

The event is one of HMI's ways of proclaiming the good news of the Gospel to the world of hockey and the communities in which it is a part. Sponsorship of this event will bring brand awareness and a high level of goodwill due to the subject nature. HMI and the organizing committee will tirelessly work to promote your company and coordinate with your current or additional marketing efforts. This event is truly a "once in a lifetime" opportunity, having this public event each year at the host location of the NHL's All Star Weekend. This is truly an opportunity to reach the St. Louis community with your brand and message.



HOW: Below is an outline of multiple levels of sponsorship for the event. Each sponsor will work with a dedicated member of the event's organizing committee to best utilize benefits and tickets while coordinating with current and planned sponsor marketing efforts.

Presenting Sponsor: \$10,000 donation

- Up to a 20' X 20' display in the ballroom
- Two reserved VIP tables for 10 (twenty tickets)
- Former NHL player at table (if desired)
- Pre-Breakfast Meeting with emcee, special guests and former players
- Full page promotion in the Breakfast program
- Personal and brand recognition and "Thank You" at Breakfast
- Promotional table for marketing/information at Breakfast (inside or outside of ballroom)
- Inclusion in all media releases, promotional materials and event marketing (if before deadline)

All Star Sponsor \$ 5000

- Up to a 10' X 10' display in the ballroom
- One reserved VIP table for 10 (ten tickets)
- 1/2 page promotion in the Breakfast program
- Personal and brand recognition and "Thank You" at Breakfast
- Inclusion in all media releases, promotional materials and event marketing (if before deadline)

First Star Sponsor \$2,500

- Up to a 5' X 5' display in the ballroom
- One reserved VIP table for 10 (ten tickets)
- 1/4 page promotion in Breakfast Program
- Recognition and "Thank You" at Breakfast
- Inclusion in all promotional materials and event marketing (if before deadline)

Second Star Sponsor \$1,500

- One reserved VIP table for 10 (ten tickets)
- 1/8 page promotion in Breakfast program
- Recognition in the Breakfast Program with logo
- Recognition at Breakfast
- Inclusion in all promotional materials (if before deadline)

Third Star (Table) Sponsor \$1,000

- One reserved table for 10 (ten tickets)
- Recognition in the Breakfast program
- Thank you at Breakfast

*** All sponsors and donors will receive an official receipt for income purposes less the fair market value of benefits received.**

