



Sponsorship Guide

August 23, 2026

Hockey Against Hate 2026

A tournament with heart.

A movement with impact.

August 23, 2026 | Ottawa, ON



Hockey Against Hate is the largest charity hockey tournament in the National Capital Region. In August 2025, 14 teams from across Ottawa and beyond hit the ice – not just to compete, but to stand for something bigger. Next summer's tournament on **August 23, 2026** promises to be bigger and better than ever.

Hockey Against Hate is more than a tournament. It's a growing movement that brings people together to push back against racism, build bridges across communities, and use the power of sport to create real change.

This tournament proudly supports:

■ **R.I.S.E. (Reach. Inspire. Soar. Empower.)**, and their student-led campaign, "*Let's Blow the Whistle on Racism in Hockey*" – a bold initiative launched by youth who are challenging racism in the sport they love, with mentorship from founder Rebecca Chambers and hockey pioneer Bob Dawson.

■ **First Assist**, strengthening Indigenous communities through sport and education – reminding us that no matter who we are or where we're from, sport brings us together.

■ **Year-round community impact**, including mental health support, school outreach, multifaith education, and the interfaith bridge-building work led by Rabbi Idan Scher. From welcoming public school students into synagogues, mosques, and gurdwaras, to supporting chaplaincy, housing, and inclusion efforts – this work brings communities together across lines of faith, culture, and experience, all year long.

By becoming a sponsor, you're not just backing a great event – you're investing in a powerful movement for equity, inclusion, and connection.

Join us. Let's build something bigger than hockey – together.



Sponsorship Opportunities

Platinum Sponsorship

Sponsorship Type	Contribution	# Available
Title Sponsor	\$15,000	1

Gold Sponsorship

Sponsorship Type	Contribution	# Available
Dinner Sponsor	\$10,000	1
Tent Sponsor	\$8,500	1
Ice Sponsor	\$7,500	2

Silver Sponsorship

Sponsorship Type	Contribution	# Available
Team Jersey Sponsor	\$5,000	10
Team Sponsor	\$5,000	1
Puck Sponsor	\$5,000	1

Bronze Sponsorship

Sponsorship Type	Contribution	# Available
Swag Sponsor	\$4,000	1
Snacks and Drinks Sponsor	\$2,500	1
Game Sponsor	\$2,000	6
Locker Room Sponsor	\$1,000	4

Sponsorship Benefits - Platinum and Gold

Title Sponsor - \$15,000

- Name of sponsor becomes embedded into the tournament name (“The Company X Hockey Against Hate Tournament”)
- Company name and logo is added to the design of the main tournament logo, appearing at every touchpoint for the tournament, from the marketing to the tournament itself (pucks, posters, signage, media releases, social media, email blasts, and website).

Dinner Sponsor - \$10,000

- Name on top banner of website and all of our marketing
- Signage at each table and large banner at gourmet BBQ dinner
- Premium seating at the dinner with VIPs and NHL alumni.

Tent Sponsor - \$8,500

- Name on top banner of website
- Premium signage on each side of the tent throughout the tournament.

Ice Sponsor - \$7,500

- Name on top banner of website
- Premium signage on the glass on the boards at several locations around the rink for all games throughout the tournament.



Sponsorship Benefits - Silver

Team Jersey Sponsor - \$5,000

- Company name and logo covering the front of one team's jersey. That logo will feature prominently in all tournament photos, and will also be used by players in their leagues after the tournament, offering longer-term promotional value.
- Name on marketing leading up to the tournament and on banners at the tournament itself
- Extra jerseys to take home

Team Sponsor - \$5,000

- Treat your friends and business colleagues to play in this high-level tournament and support an unbeatable cause.
- Name on marketing leading up to the tournament and on banners at the tournament itself

Puck Sponsor - \$5,000

- Company name and logo covering every puck at the tournament.
- Name on marketing leading up to the tournament and on banners at the tournament itself
- 50 pucks to take home



Sponsorship Benefits - Bronze

Swag Sponsor - \$4,000

- Name on swag bags and on marketing leading up to the tournament and on banners at the tournament itself

Snacks and Drinks Sponsor - \$2,500

- Name on marketing leading up to the tournament and on banners at the tournament itself

Game Sponsor - \$2,000

- Name on marketing leading up to the tournament and on banners at the tournament itself

Locker Room Sponsor - \$1,000

- Name on marketing leading up to the tournament, on the door of the locker room and in the locker room, and on banners at the tournament itself

