



BY THE NUMBERS

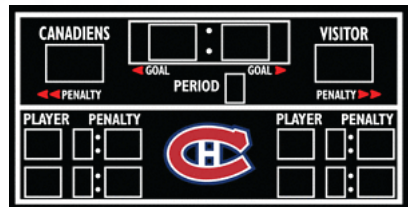


1,000+: Total # of family fun day attendees



24-28 TEAMS

400+ adult hockey players



44 GAMES
OVER 5 DAYS



\$1,240,000 RAISED
SINCE INCEPTION IN 2011

\$225,000 GOAL
IN 2023

The Capital Cup for Kids returns to the ice April 26-30, 2023, at Capital Arena in Clifton Park, NY.

This marks the 14th edition of the premiere adult hockey fundraising event in Upstate, NY. The Capital Cup for Kids was founded to connect our adult hockey community to families in need.

The event will once again benefit Building on Love, Make-A-Wish Northeast NY, and other local organizations. The event will feature 400+ participants making up 24 teams competing in four divisions, all vying for their names on the Capital Cup as well as for the bragging rights as the tourney's largest fundraiser.



Don't Play, but want to help?
Volunteer Opportunities Include
Scorekeeper / Clock Operator
Locker Room Attendants
Contact Jeff Yule @ jyule@buildingonlove.org
to learn more



Capital ARENA
CLIFTON PARK, NY

PRESENTED BY:

LEXUS



APRIL 26 - 30, 2023

BENEFITTING:

building on love



Make-A-Wish
NORTHEAST NEW YORK



www.capitalcupforkids.com

SPONSORSHIP LEVELS

Presenting Sponsor - \$7,500+

** 1 available to join Confirmed Sponsor: LEXUS **

Presenting Sponsorship of the largest adult hockey tournament in the region *

- Logo & name recognition on all marketing materials, including website, brochures, flyers, Facebook, press releases, check presentation, etc.
- * Category Exclusivity
- * Company Banner and/or info table /display in the Arena lobby for the duration of the tournament
- * Prominent Display at Family Day
- * Logo on participant t-shirts
- * Logo on tournament pucks
- * Full page (5.5" x 8.5") color ad on back cover or an inside cover of the event program
- * Weekly ads on social media pages
- * Opportunity to include promotional and informational items in the player gifts bags.
- * Right of first refusal in 2023

Stanley Cup Sponsor - \$3,500

(4 available)

Sponsorship of one of our 4 Divisions

- * Listing as a sponsor on the Capital Cup for Kids website
- * Logo on participant t-shirts
- * Full page color ad in the event program
- * Display at Event & at Family Day
- * Minimum of 4 ads on social media pages

Building on Love is a 501(c)(3) organization.

Federal Tax ID # is 27-0524296

Copies of our financial reports are available from the State of New York Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271 or on our website: www.buildingonlove.org

SPONSORSHIP LEVELS Cont'd

"Family Day Sponsors" - \$2,500

(4 available)

Saturday, April 29 -A day filled with hockey, family and friends.

Free food, games and activities.

- * Listing as a sponsor on the Capital Cup for Kids website
- * Logo on participant t-shirts
- * Full page color ad in the event program
- * Display at Family Day
- * Minimum of 2 ads on social media pages

Power Play - \$1,500

(30 available)

Sponsorship of one of our 30 Teams

- * Listing as a sponsor on the Capital Cup for Kids website
- * Logo on participant t-shirts
- * Full page color ad in the event program
- * Logo on event banners

Hat Trick- \$1,000

(30 available)

- * Listing as a sponsor on the Capital Cup for Kids website
- * Logo on participant t-shirts
- * Logo on event materials (program, banners, etc.)

Hero - \$500

- * Listing as a sponsor on the Capital Cup for Kids website
- * Logo on participant t-shirts

Hope - \$250

- * Listing as a sponsor on the Capital Cup for Kids website

www.capitalcupforkids.com

REGISTRATION FORM

Check the sponsorship you would like:

- Presenting Sponsor: \$7,500
- Stanley Cup: \$3,500
- Family Day: \$2,500
- Power Play : \$1,500
- Hat Trick: \$1,000
- Hero: \$500 Hope: \$250

Please print your name or business exactly as you wish it to be listed on printed materials.

YOUR NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP: _____

E-MAIL: _____

Payment in full enclosed
(checks payable to Building on Love)

Please charge my:

Visa MC Amex Disc

Account #: _____

Exp. Date: _____ Sec. Code _____

Please return form to:

Building on Love

244 North Mohawk Street

Cohoes, NY 12047

or via email: jyule@buildingonlove.org

**Any questions contact: Jeff Yule at
518-237-3778 or jyule@buildingonlove.org**

Team _____