

SPONSORSHIP OPPORTUNITIES



2017
INDUCTION
WEEKEND
CELEBRATION

Become part of the Induction Weekend Celebration and Support a Worthy Cause

Once a year, the Hockey Hall of Fame writes history and inducts a new class of hockey legends – a tradition dating back to 1945.

Today the Hockey Hall of Fame Induction has grown into a four-day celebration of festivities, attracting over 1,500 hockey dignitaries and guests for Monday night's Induction Gala and well over 10,000 fans throughout Induction Weekend.

Participate by supporting the Haggar HHOF Legends Classic Game on Sunday, Nov. 12 at Air Canada Centre and experience the Hockey "Hall-of-a-nite" Schmooze and Celebrity Auction on Saturday, Nov. 11 at the Hockey Hall of Fame. Featuring appearances by Honoured Members and hockey legends, including a live broadcast of the Boston Bruins vs. Toronto Maple Leafs NHL game.

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A HOCKEY HALL OF FAME PRODUCTION

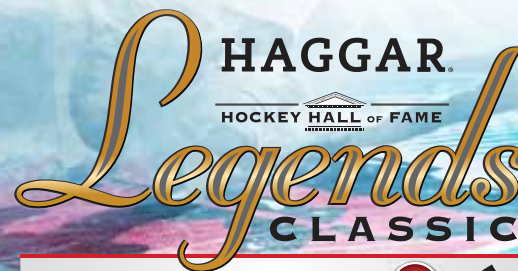


TEAM KURRI vs TEAM MESSIER

WORLD LEGENDS vs CANADA LEGENDS

Hockey Hall of Fame Members:

Dave Andreychuk
Danielle Goyette
Geraldine Heaney
Mark Howe
Paul Kariya
Jari Kurri
Igor Larionov
Mark Messier
Larry Murphy
Mark Recchi
Teemu Selanne



Presented By      

Peter Stastny
Scott Stevens
Bryan Trottier

and:

Peter Bondra
Wendel Clark
Jean-Sebastien Giguere
Tomas Kaberle
and more ...

SUNDAY, NOVEMBER 12, 2017 @ 3:00PM
AIR CANADA CENTRE, TORONTO

**Players subject to change.*

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2017
INDUCTION
WEEKEND
CELEBRATION



HAGGAR HOCKEY HALL OF FAME LEGENDS CLASSIC 2016



HONOURED MEMBERS BLAZER CEREMONY 2016

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HOCKEY "Hall-of-a-nite"

Saturday evening, November 11th, 2017 from 7:30 pm - 10:30 pm
at the Hockey Hall of Fame, Brookfield Place (Lower Concourse)

- Live Broadcast of the Toronto Maple Leafs NHL game in the TSN Theatre at the Hockey Hall of Fame (Boston Bruins vs. Toronto Maple Leafs)
- Private CATERED Event includes Canapés & Hors-d'Oeuvres
- Cash Bar
- Roam the Hallowed Halls
- Relive Hockey History with Honoured Members and hockey legends present
- **BONUS:** Includes a Return Engagement Admission Pass to the Hockey Hall of Fame, valid through 2018

THE MAIN EVENT

Haggag Hockey Hall of Fame Legends Classic

Sunday afternoon, November 12th, 2017 from 3:00 pm - 5:30 pm
at Air Canada Centre

- Honoured Members Blazer Ceremony
- Team KURRI / World Legends vs. Team MESSIER / Canada Legends
- 28 hockey legends on ice
- EXCLUSIVE Platinum and Gold Seats included in advertising sponsorship packages
- **BONUS:** Limited Edition Collector Series Souvenir Program
- **ADDED BONUS:** Includes 2 Complimentary Admission Passes to the Hockey Hall of Fame, valid through 2018

HISTORY IN THE MAKING

Hockey Hall of Fame Induction Gala Celebration

Monday evening, November 13th, 2017 from 5:30 pm - 10:30 pm
at the Hockey Hall of Fame, Brookfield Place (Lower Concourse)

- Be there and witness as new legends are inducted into the Hockey Hall of Fame
- Value \$375 per ticket, included with double rink board + 2017 HHOF Induction Gala Celebration package only

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THE HOCKEY HALL OF FAME

SCHEDULE SPONSORSHIP PARTICIPANTS		
NOV 11 - 13	INDUCTION WEEKEND	
Saturday, NOV 11	7:30 - 10:30 pm	Hockey "Hall-of-a-nite" Schmooze at the Hockey Hall of Fame
Sunday, NOV 12	3:00 - 5:30 pm	Hagggar Hockey Hall of Fame Legends Classic at Air Canada Centre
Monday, NOV 13	5:30 - 10:30 pm	Induction Ceremony at the Hockey Hall of Fame

2017 PREMIUM* Corporate Sponsors Packages for the Hagggar Hockey Hall of Fame Legends Classic Game at Air Canada Centre, from festivalXpress.

See 2017 HHOF Inductees and Hockey's Greatest Legends play in a match to remember:
Team KURRI / World Legends vs. Team MESSIER / Canada Legends - at Air Canada Centre
Sunday, November 12th, 2017 @ 3:00 pm

OFFER DETAILS

- Join in the festivities with a special Hockey Hall of Fame Induction Weekend package
- Toronto's Hockey Hall of Fame celebrates the greatest players and moments in hockey history
- Highlights of the Induction Weekend - **November 11th-13th, 2017**
- Very limited quantity of platinum and gold seats available with these packages.... sold exclusively through festivalXpress.

EACH CORPORATE PACKAGE (AS LITTLE AS \$ 250) INCLUDES:

- A minimum of 2 Platinum or Gold admission tickets to the 2017 Hagggar HHOF Legends Classic at Air Canada Centre, featuring the traditional pre-induction on-ice ceremony for the 2017 Induction Class (7 inductees this year), Sunday, November 12th @ 3:00 pm (Value \$100 - \$150).
- Complimentary return engagement admission passes to the Hockey Hall of Fame - valid through 2018 (Value \$38).
- A minimum of 2 tickets to the Saturday night Schmooze and Celebrity Auction - Hockey "Hall-of-a-nite" at the Hockey Hall of Fame, a chance to rub shoulders with Hockey's Greatest Legends, Saturday, November 11th @ 7:30 pm - 10:30 pm. This is a private catered event with cash bar (Value \$200).
- One (1) 2017 collector's edition, 11" x 17" lithograph, autographed by the Player Inductees (Value \$150).
- Corporate or personal recognition listing on the Gold or Platinum "Tribute" pages in the official Hagggar HHOF Legends Classic souvenir program (10,000 copies distributed) (Value \$150).

100% tax deductible as a business expense (please consult your accountants)

AND MORE....

Packages range from \$250 - \$3250; we have something for every budget. ALL packages are in very limited supply!

*PREMIUM ADVERTISING PACKAGES include single or double rink board(s) and /or half page in the official Hagggar HHOF Legends Classic souvenir program (plus/minus 10,000 in attendance - Value up to \$5000)

NOTE: Ad copy & Advertisers subject to final approval by Hockey Hall of Fame

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AIR CANADA CENTRE



HAGGAR HOCKEY HALL OF FAME LEGENDS CLASSIC 2016

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#1 "THE DOUBLE RINK BOARD & INDUCTION GALA" \$3250

- 2 - 2'5"x11' full colour rink boards
- 1 - 1/2 page full colour ad in the Hagggar HHOF Legends Classic souvenir program
- 1 - platinum business listing, "Tribute" page in the Hagggar HHOF Legends Classic souvenir program
- 2 - platinum seats, 2017 Hagggar HHOF Legends Classic, Air Canada Centre, Nov 12th
- 2 - 2017 HHOF Induction Official Souvenir Programs
- 1 - 2017 collector's edition, 11" x 17" lithograph, autographed by the Player Inductees
- 4 - admissions to Saturday Nite at the Hall of Fame - Hockey "Hall-of-a-nite", Nov 11th, 7:30 - 10:30 pm
- 4 - return engagement admission passes to the Hockey Hall of Fame valid through 2018
- 2 - \$375 passes to the Monday, Nov 13th HHOF Induction Gala Celebration
- 1- invitation for 1 person to meet the players in the dressing room, pre game

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#2 "THE RINK BOARD" \$1650

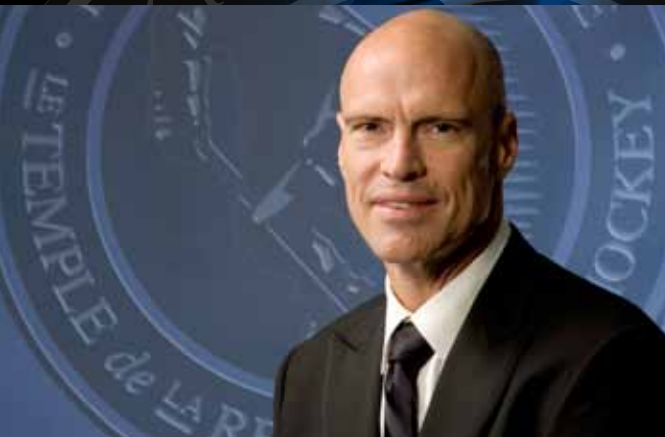
- 1 - 2'5"x11' full colour rink board
- 1 - 1/2 page full colour ad in the Hagggar HHOF Legends Classic souvenir program
- 1 - platinum business listing, "Tribute" page in the Hagggar HHOF Legends Classic souvenir program
- 2 - platinum seats, 2017 Hagggar HHOF Legends Classic, Air Canada Centre, Nov 12th
- 2 - 2017 HHOF Induction Official Souvenir Programs
- 1 - 2017 collector's edition, 11" x 17" lithograph, autographed by the Player Inductees
- 4 - admissions to Saturday Nite at the Hall of Fame - Hockey "Hall-of-a-nite", Nov 11th, 7:30 - 10:30 pm
- 4 - return engagement admission passes to the Hockey Hall of Fame valid through 2018

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JARI KURRI



MARK MESSIER

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#3 "THE HALF PAGER" \$850

- 1 - 1/2 page full colour ad in the Haggar HHOF Legends Classic souvenir program
- 1 - platinum business listing, "Tribute" page in the Haggar HHOF Legends Classic souvenir program
- 2 - platinum seats, 2017 Haggar HHOF Legends Classic, Air Canada Centre, Nov 12th
- 2 - 2017 HHOF Induction Official Souvenir Programs
- 1 - 2017 collector's edition, 11" x 17" lithograph, autographed by the Player Inductees
- 4 - admissions to Saturday Nite at the Hall of Fame - Hockey "Hall-of-a-nite", Nov 11th, 7:30 - 10:30 pm
- 4 - return engagement admission passes to the Hockey Hall of Fame valid through 2018

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#4 "PLATINUM FRIENDS OF THE HOCKEY HALL OF FAME" \$375

- 1 - platinum business listing, "Tribute" page in the Haggar HHOF Legends Classic souvenir program
- 2 - platinum seats, 2017 Haggar HHOF Legends Classic, Air Canada Centre, Nov 12th
- 2 - 2017 HHOF Induction Official Souvenir Programs
- 1 - 2017 collector's edition, 11" x 17" lithograph, autographed by the Player Inductees
- 2 - admissions to Saturday Nite at the Hall of Fame - Hockey "Hall-of-a-nite", Nov 11th, 7:30 - 10:30 pm
- 2 - return engagement admission passes to the Hockey Hall of Fame valid through 2018

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HAGGAR.
HOCKEY HALL OF FAME
Legends
CLASSIC

Presented By CANADA POST TISSOT SUN adidas
SWISS WATCHES SINCE 1853



JOHN LECLAIR (L) AND MIKAEL RENBERG
HOCKEY HALL OF FAME LEGENDS CLASSIC GAME 2016



HHOF'ers DOUG GILMOUR (L) AND DARRYL SITTLER
HOCKEY HALL OF FAME LEGENDS CLASSIC GAME 2016

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#5 "GOLD FRIENDS OF THE HOCKEY HALL OF FAME" \$275

- 1 - gold business listing, "Tribute" page in the Haggart HHOFF Legends Classic souvenir program
- 2 - gold seats, 2017 Haggart HHOFF Legends Classic, Air Canada Centre, Nov 12th
- 2 - 2017 HHOFF Induction Official Souvenir Programs
- 1 - 2017 collector's edition, 11" x 17" lithograph, autographed by the Player Inductees
- 2 - admissions to Saturday Nite at the Hall of Fame - Hockey "Hall-of-a-nite", Nov 11th, 7:30 - 10:30 pm
- 2 - return engagement admission passes to the Hockey Hall of Fame valid through 2018

NOTE: Ad copy & Advertisers subject to final approval by Hockey Hall of Fame



2017 INDUCTION WEEKEND CELEBRATION

Established in 1943, the Hockey Hall of Fame's ("HHOF") mandate is to recognize and honour the achievements of players, builders and officials who bring special distinction to the game of hockey, and to collect, preserve, research and exhibit objects, images and resource materials connected with the game as it is played in Canada and throughout the world.



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HAGGAR. HOCKEY HALL OF FAME *Legends* CLASSIC

Presented By



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HOCKEY HALL OF FAME ANNOUNCES 2017 INDUCTEES

Lanny McDonald, Chairman of the Hockey Hall of Fame and John Davidson, Chairman of the Selection Committee, announced that seven individuals have been elected to Hockey Hall of Fame Honoured Membership, five in the Player Category and two in the Builder Category. The vote took place at the annual meeting of the Selection Committee in Toronto.

"The Hockey Hall of Fame is proud to welcome these hockey legends as Honoured Members," said Lanny McDonald. *"Their contributions to the game of hockey are well documented and their election to the Hockey Hall of Fame is richly deserved."*

PLAYER CATEGORY

DAVE ANDREYCHUK played in over 1600 NHL regular season games in his more than 20 years in the NHL. After being drafted by the Buffalo Sabres in the 1982 Entry Draft, Andreychuk played 11 seasons with the Sabres before being traded to the Toronto Maple Leafs where he scored 50 goals in the 1993-94 season. By his retirement in 2006, he scored 640 regular season goals, while adding 698 assists.

"When I look back I always think of hockey as a team game and it was never about me," said Andreychuk. *"As a player it is how we are taught and that makes this individual award even more unique."*

DANIELLE GOYETTE's career included eight gold medals at the Women's World Championships, and one silver and two gold medals at the Olympics. At the time of her retirement in 2008 she was the fourth all-time point scorer at the Women's World Championships with 68 points. *"The Hockey Hall of Fame is where the people I have looked up to all my life are enshrined,"* said Goyette. *"It will be an amazing honour for me to be with them."*

PAUL KARIYA was the fourth overall selection by the Mighty Ducks of Anaheim at the 1993 Entry Draft and went on to play nine seasons with the organization. With the Ducks, Kariya recorded over 100 points twice (1996 and 1999) and scored 50 goals in 1995-96. A member of Team Canada at two Olympic Games, Kariya won gold and silver medals.

"I have to thank all of the countless people in my life who helped me get here," said Kariya. *"My parents sacrificed so that I could play the game and I wouldn't be receiving this honour if it wasn't for them."*

MARK RECCHI, after a season in the IHL, Mark Recchi joined the Pittsburgh Penguins full-time in 1989 and began the fourth longest regular season NHL career in history, playing in 1,652 games. Recchi won his first Stanley Cup in Pittsburgh in 1991, and went on to add championships in Carolina in 2006 and Boston in 2011 – only the 10th player in NHL history to win Stanley Cups on three different teams.

"I can't thank the Selection Committee enough for this recognition," said Recchi. *"It's an incredible feeling and the icing on the cake after 22 years of playing the game."*

TEEMU SELANNE's stellar rookie season in 1992-93 came four years after he was drafted 10th overall by the Winnipeg Jets, scoring 76 goals and winning the Calder Trophy as the NHL's Rookie of the Year. Selanne won the Stanley Cup with the Anaheim Ducks in 2007 and currently holds or is tied for 18 NHL records. He is also the all-time leading scorer in the Olympic Games.

"I'm lucky to have played with great people wherever I went in hockey," said Selanne. *"The game is a team effort and I have a long list of those who helped me."*

BUILDER CATEGORY

CLARE DRAKE's contributions to university hockey in Canada include six national championships in the 28 years he was head coach of the University of Alberta Golden Bears. The two-time Canadian university hockey coach of the year in 1967-68 also won a national championship as the school's football coach.

"I am truly humbled to be elected to the Hockey Hall of Fame" said Drake. *"As a Canadian university hockey coach this honour is truly special."*

JEREMY JACOBS has been Owner and Governor of the Boston Bruins since he purchased the team in 1975. The Chairman of the NHL Board of Governors since 2007, he won the Lester Patrick Award for service to hockey in the United States in 2015.

"Being elected into the Hockey Hall of Fame was the furthest thing from my mind when I purchased the team over 40 years ago," said Jacobs. *"To be honoured in the same way as former Flames' governor Harley Hotchkiss is truly humbling."*