

SPONSORSHIP OPPORTUNITIES



2018

INDUCTION
WEEKEND
CELEBRATION

2018 INDUCTION CLASS:

BRODEUR • HEFFORD • ST. LOUIS • YAKUSHEV
BETTMAN • O'REE

**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. 11 at Scotiabank Arena in Toronto and experience the Hockey "Hall-of-a-nite" Schmooze and Celebrity Auction on Saturday, Nov. 10 at the Hockey Hall of Fame. Featuring appearances by Honoured Members and hockey legends.

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A HOCKEY HALL OF FAME PRODUCTION



Players to Watch!

TEAM FUHR

Grant Fuhr - Captain - HOF
Glenn Anderson - HOF
Dave Andreychuk - HOF
Mike Gartner - HOF
Dale Hawerchuk - HOF
Angela James - HOF
Igor Larionov - HOF
Larry Murphy - HOF
Martin St. Louis - HOF
Shane Doan
Al Iafrate
Tomas Kaberle
Steve Thomas
Marty Turco - Goalie



Pierre Turgeon
*Willie O'Ree (coach) - HOF

TEAM BELFOUR

Ed Belfour - Captain - HOF
Martin Brodeur - Goalie - HOF
Dino Ciccarelli - HOF
Doug Gilmour - HOF
Geraldine Heaney - HOF

Jayna Hefford - HOF
Eric Lindros - HOF
Scott Niedermayer - HOF
Scott Stevens - HOF
Bryan Trottier - HOF
Daniel Briere
Anthony Brodeur - Goalie
Wendel Clark
Ken Daneyko

Gary Leeman
Jeremy Roenick
*Lanny McDonald (coach) - HOF

Bill McCreary - Referee - HOF
Ray Scapinello - Linesman - HOF

* Note: coaches will alternate sides at intermission
Red = Induction Class of 2018

Players subject to change.

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HAGGART HOCKEY HALL OF FAME LEGENDS CLASSIC 2017



HONOURED MEMBERS BLAZER CEREMONY 2017

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HOCKEY "Hall-of-a-nite"

*Saturday evening, November 10th, 2018 from 7:30 pm - 10:30 pm
at the Hockey Hall of Fame, Brookfield Place (Lower Concourse)*

- Live broadcast of an NHL game (Toronto Maple Leafs vs Boston Bruins) in the TSN Theatre at the Hockey Hall of Fame
- 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 2019

THE MAIN EVENT

Haggart Hockey Hall of Fame Legends Classic

*Sunday afternoon, November 11th, 2018 from 3:00 pm - 5:30 pm
at Scotiabank Arena (formerly Air Canada Centre)*

- Honoured Members Blazer Ceremony
- Team BELFOUR vs Team FUHR, featuring Martin Brodeur's return to the net
- 30 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 2019

HISTORY IN THE MAKING

Hockey Hall of Fame Induction Gala Celebration

*Monday evening, November 12th, 2018 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 + 2018 HHOF Induction Gala Celebration package only

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INDUCTION WEEKEND CELEBRATION



HAGGAR HOCKEY HALL OF FAME LEGENDS CLASSIC 2017

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

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2018 PREMIUM* Corporate Sponsors Packages for the Hagggar Hockey Hall of Fame Legends Classic Game at Scotiabank Arena, from festivalXpress.

See 2018 HHOF Inductees and Hockey's Greatest Legends play in a match to remember:
Team BELFOUR vs. Team FUHR - at Scotiabank Arena (formerly Air Canada Centre)
Sunday, November 11th, 2018 @ 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 10th - 12th, 2018**
- 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 2018 Hagggar HHOF Legends Classic at Scotiabank Arena, featuring the traditional pre-induction on-ice ceremony for the 2018 Induction Class (6 inductees this year), Sunday, November 11th @ 3:00 pm (Value \$100 - \$150).
- Complimentary return engagement admission passes to the Hockey Hall of Fame - valid through 2019 (Value \$40).
- 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 10th @ 7:30 pm - 10:30 pm. This is a private catered event with cash bar (Value \$200).
- One (1) 2018 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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SCOTIABANK ARENA (Formerly Air Canada Centre)



HAGGAR HOCKEY HALL OF FAME LEGENDS CLASSIC 2017

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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 Haggar HHOF Legends Classic souvenir program
- 1 - platinum business listing, "Tribute" page in the Haggar HHOF Legends Classic souvenir program
- 2 - platinum seats, 2018 Haggar HHOF Legends Classic, Scotiabank Arena, Nov 11th
- 2 - 2018 HHOF Induction Official Souvenir Programs
- 1 - 2018 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 10th, 7:30 - 10:30 pm
- 4 - return engagement admission passes to the Hockey Hall of Fame valid through 2019
- 2 - \$375 passes to the Monday, Nov 12th 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 Haggar HHOF Legends Classic souvenir program
- 1 - platinum business listing, "Tribute" page in the Haggar HHOF Legends Classic souvenir program
- 2 - platinum seats, 2018 Haggar HHOF Legends Classic, Scotiabank Arena, Nov 11th
- 2 - 2018 HHOF Induction Official Souvenir Programs
- 1 - 2018 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 10th, 7:30 - 10:30 pm
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YOUR RINK BOARD



HAGGAR
HOCKEY HALL OF FAME
Legends
CLASSIC

2018
INDUCTION
WEEKEND
CELEBRATION

Presented By CANADA POST TISSOT SUN adidas



HOCKEY HALL OF FAME LEGENDS CLASSIC GAME 2017



HOCKEY HALL OF FAME LEGENDS CLASSIC GAME 2017

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HAGGAR HOF LEGENDS CLASSIC 2017

YOUR RINK BOARD

TEAM BELFOUR vs TEAM FUHR

SUNDAY, NOVEMBER 11 • 3:00 PM • SCOTIABANK ARENA

2018 INDUCTION CLASS:

- MARTIN BRODEUR • JAYNA HEFFORD • MARTIN ST. LOUIS • ALEXANDER YAKUSHEV
- GARY BETTMAN • WILLIE O'REE

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HAGGAR HOCKEY HALL OF FAME LEGENDS CLASSIC 2017



HAGGAR HOCKEY HALL OF FAME LEGENDS CLASSIC 2017

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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, 2018 Haggar HHOF Legends Classic, Scotiabank Arena, Nov 11th
- 2 - 2018 HHOF Induction Official Souvenir Programs
- 1 - 2018 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 10th, 7:30 - 10:30 pm
- 4 - return engagement admission passes to the Hockey Hall of Fame valid through 2019

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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, 2018 Haggar HHOF Legends Classic, Scotiabank Arena, Nov 11th
- 2 - 2018 HHOF Induction Official Souvenir Programs
- 1 - 2018 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 10th, 7:30 - 10:30 pm
- 2 - return engagement admission passes to the Hockey Hall of Fame valid through 2019

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SPONSORSHIP OPPORTUNITIES

HAGGAR®
HOCKEY HALL OF FAME
Legends
CLASSIC

Presented By CANADA HOCKEY ASSOCIATION TISSOT SINCE 1854 SUN adidas



HAGGAR HOCKEY HALL OF FAME LEGENDS CLASSIC 2017



HALL OF FAMERS PAUL KARYIA (L) AND TEEMU SELANNE
HAGGAR HOCKEY HALL OF FAME LEGENDS CLASSIC 2017

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

- 1 - gold business listing, "Tribute" page in the Haggar HHOF Legends Classic souvenir program
- 2 - gold seats, 2018 Haggar HHOF Legends Classic, Scotiabank Arena, Nov 11th
- 2 - 2018 HHOF Induction Official Souvenir Programs
- 1 - 2018 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 10th, 7:30 - 10:30 pm
- 2 - return engagement admission passes to the Hockey Hall of Fame valid through 2019

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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.

2018 marks a significant anniversary for the Hockey Hall of Fame - 75th anniversary of its establishment; 25th anniversary at its current attraction at Brookfield Place in downtown Toronto.



SPONSORSHIP OPPORTUNITIES

HAGGAR® HOCKEY HALL OF FAME *Legends* CLASSIC

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PLAYER CATEGORY



BUILDER CATEGORY

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HOCKEY HALL OF FAME ANNOUNCES 2018 INDUCTEES

Lanny McDonald, Chairman of the Hockey Hall of Fame and John Davidson, Chairman of the Selection Committee, announced that six individuals have been elected to Hockey Hall of Fame Honoured Membership, four 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."*

MARTIN BRODEUR – Player Category

- Recipient of the 1994 Calder Memorial Trophy as league's rookie of the year
- Four-time Vezina Trophy winner as league's best goaltender: 2003, 2004, 2007 and 2008
- Member of three Stanley Cup championships with the New Jersey Devils: 1995, 2000 and 2003
- Four-time Olympian with Canada, winning gold in 2002 and 2010
- NHL's all-time career leader in wins with 691, setting a single season record of 48 victories in 2006-07
- NHL's all-time leader in career shutouts with 125 and career goals scored by a goaltender with 3

MARTIN ST. LOUIS – Player Category

- Member of the Tampa Bay Lightning Stanley Cup championship team in 2004
- Awarded both the Hart Memorial Trophy and Lester B. Pearson Award as league MVP in 2004
- NHL First Team All-Star in 2004 and four-time NHL Second Team All-Star: 2007, 2010, 2011 and 2013
- Two-time Art Ross Trophy winner for leading the league in scoring: 2004 and 2013
- Three-time recipient of the Lady Byng Memorial Trophy for best combining sportsmanship and playing ability: 2010, 2011 and 2013
- Member of Canada's 2004 World Cup of Hockey championship team and the 2014 Winter Olympic gold medal-winning team

JAYNA HEFFORD – Player Category

- Led the NWHL/CWHL in scoring seven times as a member of the Brampton Thunder: 2000, 2001, 2003-2005, 2007 and 2009
- Represented Canada at 12 Women's World Championships, winning gold on seven occasions: 1997, 1999-2001, 2004, 2007 and 2012
- Recipient of the Directorate Award as Top Forward at two Women's World Championships: 2004 and 2005
- Five-time Olympian, winning four consecutive gold medals between 2002 and 2014, and scoring the gold medal-winning goal in 2002
- Retired as the second most prolific scoring Canadian in World Women's Championship history with 291 points and tied for second in Olympic scoring with 30 points

ALEXANDER YAKUSHEV – Player Category

- Member of three Soviet Championship league titles with HC Spartak Moscow: 1967, 1969 and 1976
- Represented the Soviet Union at 10 World Championships, winning gold on seven occasions: 1967, 1969, 1970, 1973-1975 and 1979
- Named to World Championship All Star Team on two occasions: 1974 and 1975, and recipient of the tournament's Directorate Award as Top Forward in 1975
- Ten-time gold medal winner at the Izvestia Tournament
- Two-time Winter Olympic gold medalist: 1972 and 1976

GARY BETTMAN – Builder Category

- Under his official tenure as NHL Commissioner since 1993, the NHL has expanded from 24 to 31 franchises, league revenue has increased from \$400 million to \$4.4 billion, and attendance has risen over 50%
- Instrumental in stabilizing the league's labour situation that now includes a salary cap and revenue sharing
- Ushered in remodeled NHL schedule to include Winter Classics and regular season games played outside of North America
- Facilitated the evolution of the NHL game, including video review, the two-referee system, hybrid icing, three-on-three overtime and shootouts, as well as the crackdown on obstruction and the removal of the centre ice red line for offsidess

WILLIE O'REE – Builder Category

- Since 1998, has served as Director of Youth Development for the NHL/USA Hockey Diversity Task Force, a non-profit program for minority youth that encourages and facilitates hockey participation and learning
- Over 20 years championing the NHL's "Hockey Is For Everyone" initiatives through clinics and lectures worldwide
- Awarded the Order of Canada in 2008, recognized as a pioneer of hockey and dedicated youth mentor in Canada along with the United States
- Recipient of the Lester Patrick Trophy in 2003 for outstanding service to hockey in the United States