

# SPONSORSHIP OPPORTUNITIES



## 2019 INDUCTION WEEKEND CELEBRATION

### 2019 INDUCTION CLASS

CARBONNEAU • NEDOMANSKY  
WICKENHEISER • ZUBOV  
RUTHERFORD • YORK

### *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. 17th at Scotiabank Arena in Toronto and experience the HHOF Legends Private Reception and Celebrity Auction on Saturday, Nov. 16th at the Hockey Hall of Fame. Featuring appearances by Honoured Members and hockey legends.

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TEAM SUNDIN VS TEAM LIDSTROM

CAREERS END; BRAGGING RIGHTS DON'T

HAGGAR®  
HOCKEY HALL OF FAME  
*Legends*  
CLASSIC

Sunday  
November 17, 2019  
4:00pm

Scotiabank Arena  
Toronto

Presented By TISSOT SUN adidas

## *Players to Watch!*

### 2019 Inductees

Guy Carbonneau  
Hayley Wickenheiser  
Sergei Zubov

### Hockey Hall of Famers

Dino Ciccarelli  
Mike Gartner  
Jayna Hefford  
Igor Larionov  
Nicklas Lidstrom "C"  
Larry Murphy  
Mats Sundin "C"

Nik Antropov  
Wendel Clark  
Al Iafrate  
Tomas Kaberle  
Joe Kocur  
Patrick Lalime  
Bryan McCabe  
Dmitri Mironov  
Fredrik Modin  
Brenden Morrow  
Wade Redden  
Stephane Richer  
Jeremy Roenick  
Ryan Smyth  
Darryl Sydor  
Steve Thomas  
Marty Turco

and many more...



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## 2019 INDUCTION WEEKEND CELEBRATION



HONOURED MEMBERS BLAZER CEREMONY 2018



HONOURED MEMBERS BLAZER CEREMONY 2018

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### HHOF Legends Private Reception

**Saturday evening, November 16th, 2019 from 7:00 pm - 10:30 pm  
at the Hockey Hall of Fame, Brookfield Place (Lower Concourse)**

- Live broadcast of an NHL game in the TSN Theatre, at the Hockey Hall of Fame, Toronto Maple Leafs @ Pittsburgh Penguins, 7:00 pm
- 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 2020

### THE MAIN EVENT

**Haggar Hockey Hall of Fame Legends Classic**

**Sunday afternoon, November 17th, 2019 from 4:00 pm - 6:30 pm  
at Scotiabank Arena (formerly Air Canada Centre)**

- Class of 2019 receive their Honoured Member Blazers in a pre-game ceremony
- Team SUNDIN vs Team LIDSTROM, featuring the 2019 player inductees
- 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 2020

### HISTORY IN THE MAKING

**Hockey Hall of Fame Induction Gala Celebration**

**Monday evening, November 18th, 2019 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 \$400 per ticket, included with double rink board + 2019 HHOF Induction Gala Celebration package only

PHOTOS THROUGHOUT: Courtesy Hockey Hall of Fame

# SPONSORSHIP OPPORTUNITIES



## 2019 INDUCTION WEEKEND CELEBRATION



HAGGAR HOCKEY HALL OF FAME LEGENDS CLASSIC 2018

SCHEDULE SPONSORSHIP PARTICIPANTS		
NOV 16 - 18	INDUCTION WEEKEND	
Saturday, NOV 16	7:00 - 10:30 pm	<b>HHOF Legends Private Reception</b> at the Hockey Hall of Fame
Sunday, NOV 17	4:00 - 6:30 pm	<b>Haggar Hockey Hall of Fame Legends Classic</b> at the Scotiabank Arena
Monday, NOV 18	5:30 - 10:30 pm	<b>Induction Ceremony</b> at the Hockey Hall of Fame

## 2019 PREMIUM\* Corporate Sponsors Packages for the Haggar Hockey Hall of Fame Legends Classic Game at Scotiabank Arena, from festivalXpress.

See 2019 HHOF Inductees and Hockey's Greatest Legends play in a match to remember: Team SUNDIN vs. Team LIDSTROM - at Scotiabank Arena, Toronto

**Sunday, November 17th, 2019 @ 4:00 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 16th - 18th, 2019**
- 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 2019 Haggar HHOF Legends Classic at Scotiabank Arena, featuring the traditional pre-induction on-ice ceremony for the 2019 Induction Class (6 inductees this year), Sunday, November 17th @ 4:00 pm (Value \$100 - \$150).
- Complimentary return engagement admission passes to the Hockey Hall of Fame - valid through 2020 (Value \$40).
- A minimum of 2 tickets to the Saturday night HHOF Legends Private Reception and Celebrity Auction at the Hockey Hall of Fame, a chance to rub shoulders with Hockey's Greatest Legends, Saturday, November 16th @ 7:00 pm - 10:30 pm. This is a private catered event with cash bar (Value \$200).
- One (1) 2019 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 Haggar 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 Haggar 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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# SPONSORSHIP OPPORTUNITIES



SCOTIABANK ARENA (Formerly Air Canada Centre)



HAGGAR HOCKEY HALL OF FAME LEGENDS CLASSIC 2018

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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, 2019 Haggar HHOF Legends Classic, Scotiabank Arena, Nov 17th
- 2 - 2019 HHOF Induction Official Souvenir Programs
- 1 - Collector's Edition, 11" x 17" lithograph, autographed by the 2019 Inductees
- 4 - admissions to the HHOF Legends Private Reception at the Hall of Fame, Nov 16th, 7:00 - 10:30 pm
- 4 - return engagement admission passes to the Hockey Hall of Fame valid through 2020
- 2 - \$400 passes to the Monday, Nov 18th 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, 2019 Haggar HHOF Legends Classic, Scotiabank Arena, Nov 17th
- 2 - 2019 HHOF Induction Official Souvenir Programs
- 1 - Collector's Edition, 11" x 17" lithograph, autographed by the 2019 Inductees
- 4 - admissions to the HHOF Legends Private Reception at the Hall of Fame, Nov 16th, 7:00 - 10:30 pm
- 4 - return engagement admission passes to the Hockey Hall of Fame valid through 2020

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HAGGAR®  
HOCKEY HALL OF FAME  
*Legends*  
CLASSIC

Presented By   



## YOUR RINK BOARD

TEAM FUHR BENCH AT HAGGAR HOCKEY HALL OF FAME LEGENDS CLASSIC 2018



HAGGAR HOCKEY HALL OF FAME LEGENDS CLASSIC 2018

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TEAM **SUNDIN** VS  
TEAM **LIDSTROM**  
CAREERS END; BRAGGING RIGHTS DON'T

SUNDAY, NOVEMBER 17  
4:00 PM • SCOTIABANK ARENA

2019 INDUCTION CLASS

CARBONNEAU • NEDOMANSKY • WICKENHEISER • ZUBOV  
RUTHERFORD • YORK



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HAGGAR®  
HOCKEY HALL OF FAME  
*Legends*  
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HAGGAR HOCKEY HALL OF FAME LEGENDS CLASSIC 2018



HONOURED MEMBERS BLAZER CEREMONY 2018

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## #3 "THE HALF PAGER" \$850

- 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, 2019 Hagggar HHOF Legends Classic, Scotiabank Arena, Nov 17th
- 2 - 2019 HHOF Induction Official Souvenir Programs
- 1 - Collector's Edition, 11" x 17" lithograph, autographed by the 2019 Inductees
- 4 - admissions to the HHOF Legends Private Reception at the Hall of Fame, Nov 16th, 7:00 - 10:30 pm
- 4 - return engagement admission passes to the Hockey Hall of Fame valid through 2020

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

- 1 - platinum business listing, "Tribute" page in the Hagggar HHOF Legends Classic souvenir program
- 2 - platinum seats, 2019 Hagggar HHOF Legends Classic, Scotiabank Arena, Nov 17th
- 2 - 2019 HHOF Induction Official Souvenir Programs
- 1 - Collector's Edition, 11" x 17" lithograph, autographed by the 2019 Inductees
- 2 - admissions to the HHOF Legends Private Reception at the Hall of Fame, Nov 16th, 7:00 - 10:30 pm
- 2 - return engagement admission passes to the Hockey Hall of Fame valid through 2020

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*Legends*  
CLASSIC

Presented By   



HAGGAR HOCKEY HALL OF FAME LEGENDS CLASSIC 2018



NIEDERMAYER, DANEYKO, BRODEUR AND STEVENS –  
TEAMMATES AT HAGGAR HOCKEY HALL OF FAME LEGENDS  
CLASSIC 2018

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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, 2019 Haggar HHOF Legends Classic, Scotiabank Arena, Nov 17th
- 2 - 2019 HHOF Induction Official Souvenir Programs
- 1 - Collector's Edition, 11" x 17" lithograph, autographed by the 2019 Inductees
- 2 - admissions to the HHOF Legends Private Reception at the Hall of Fame, Nov 16th, 7:00 - 10:30 pm
- 2 - return engagement admission passes to the Hockey Hall of Fame valid through 2020

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## 2019 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.





# SPONSORSHIP OPPORTUNITIES

## HAGGAR® HOCKEY HALL OF FAME *Legends* CLASSIC

Presented By **TISSOT** **SUN** **adidas**



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# HOCKEY HALL OF FAME ANNOUNCES 2019 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."*

### GUY CARBONNEAU – Player Category

- Member of three Stanley Cup championships: 1986 and 1993 with the Montreal Canadiens and 1999 with the Dallas Stars
- Three-time recipient of the Frank J. Selke Trophy as the NHL, a top defensive forward: 1988, 1989 and 1992
- Served as captain of the Montreal Canadiens over his final four seasons with the franchise
- In addition to his defensive acumen, reached the 20-goal plateau in five seasons over his NHL career
- In 2005, the QMJHL introduced the Guy Carboneau Trophy in his honour which is awarded annually to the league's best defensive forward

### HAYLEY WICKENHEISER – Player Category

- Seven-time IIHF Women's World Championship gold medalist: 1994, 1997, 1999, 2000, 2004, 2007 and 2012
- Five-time 1st team all-star at IIHF Women, World Championship: 1997, 1999, 2000, 2005 and 2007
- Four-time Winter Olympic gold medalist: 2002, 2006, 2010, 2014, and awarded tournament MVP honours in 2002 and 2006
- First woman to score a goal in a men's professional hockey league, achieved January 31, 2003 for HC Salamat in Finland
- Team Canada captain from 2006 to 2014
- Most prolific-scoring female player in history of both Winter Olympic Games and Women's World Championship

### VACLAV NEDOMANSKY – Player Category

- Averaged nearly a goal-per-game in 11 seasons with Slovan CHZJD Bratislava in the Czechoslovak National League, leading the league in points on four occasions and three times in goal scoring
- Two-time Olympic medalist with Czechoslovakia: winning silver in 1968 and bronze in 1972
- Seven-time World Championship medalist and three-time World Championship 1st team all-star, including best forward in 1974
- First athlete from an Eastern European communist county to defect to North America to pursue a professional hockey career
- Scored 56 goals and named the WHA's most gentlemanly player in his second professional year in North America

### SERGEI ZUBOV – Player Category

- Gold medalist with Team USSR at 1989 IIHF World Junior Championship
- Gold medalist with Team CIS at the 1992 Winter Olympic Games
- Member of two Stanley Cup championships: 1994 with the New York Rangers and 1999 with the Dallas Stars
- NHL 2nd Team All-Star in 2006 and four-time NHL All-Star Game participant
- Recorded 11 consecutive years of 40+-point seasons, including a career-high 89 points in 1993-94
- Retired as NHL's all-time leading scorer amongst Russian-born defencemen with 771 points

### JIM RUTHERFORD – Builder Category

- Successfully led drive for first U.S.-based OHL franchise, Detroit Compuware Ambassadors (later, the Detroit Jr. Red Wings), and served as franchise, President & General Manager from 1989 to 1994
- CHL Executive of the Year in 1993, OHL Executive of the Year in 1993 and 1994, and NHL General Manager of the Year in 2016
- Served as President and General Manager of the Hartford Whalers/Carolina Hurricanes from 1994-2014, winning the Stanley Cup in 2006
- Has held the title of Executive Vice-President of Hockey Operations and General Manager of the Pittsburgh Penguins since 2014, winning Stanley Cup championships in 2016 and 2017

### JERRY YORK – Builder Category

- Recipient of six coach-of-the-year awards: NCAA Division 1 Coach of the Year with Clarkson University in 1977; CCHA Coach of the Year with Bowling Green State University in 1982; and ECAC Coach of the Year 4 times with Boston College in 2004, 2011, 2014 and 2018
- Ranks second with five NCAA Division 1 Tournament coaching titles: 1984 with Bowling Green State University; and 2001, 2008, 2010 and 2012 with Boston College
- Winningest active coach in NCAA hockey, and leads the all-time list as the only Division I head coach with over 1,000 wins. †

PLAYER CATEGORY

BUILDER CATEGORY