

Sponsorship Proposal

Presented By: The Augustana Vikings
Hockey Alumni Association

A Tradition Returns to Camrose



THE
VIKING
CUP

Camrose, Alberta 

About the Viking Cup

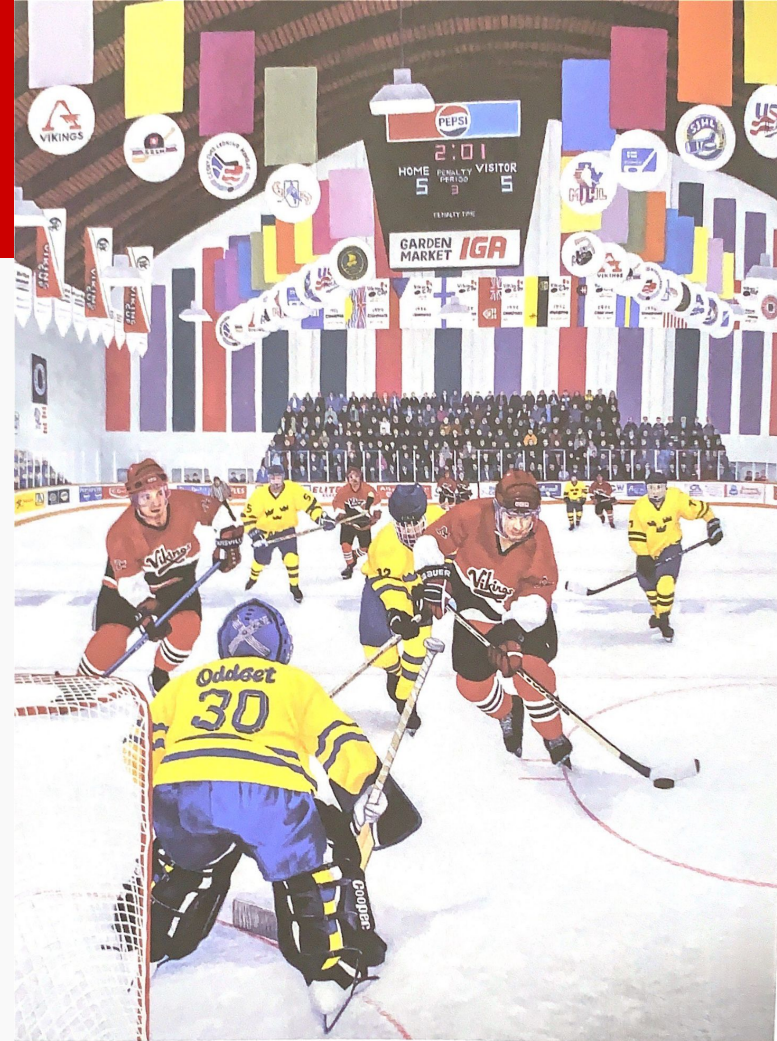
Reviving Tradition, Inspiring the Future

History

The Viking Cup ran from 1980 to 2006 as a biennial event sponsored by Augustana College in Camrose, Alberta, Canada. The tournament included 6, 8, and 10 teams from University, College, Junior and U18 National programs from Europe and North America. The Viking Cup is not just a hockey tournament but also a cultural and educational experience that has launched hundreds of professional hockey careers and drawn thousands of spectators.

Rebirth

Today, The Viking Cup is wholly owned and operated by the Augustana Vikings Hockey Alumni Association and we are proud to relaunch the historic International Hockey Tournament in Camrose, Alberta. Once a pillar of community and sport, the tournament returns after nearly two decades. The Viking Cup will be reimagined for a new era. One that embraces it's legacy while aligning with modern developments in international university hockey. This revitalized tournament will once again host international and local teams in a week of elite competition, community pride, and cultural exchange. More than a sporting event, this tournament will be a celebration of history, youth, and international friendship, all rooted in the heart of Camrose.



Breakaway, by Karl Skaret (Viking Cup 2002)

Event Overview

Event Details: Encana Arena, Camrose, Alberta, Canada

Date: December 27, 2025 to January 4, 2026

Teams: 6 elite teams, including international participants.

- Czechia, Korea, SAIT, U-20 SJ All-stars, Augustana Vikings, & Midland University - Nebraska ACHA (USA)

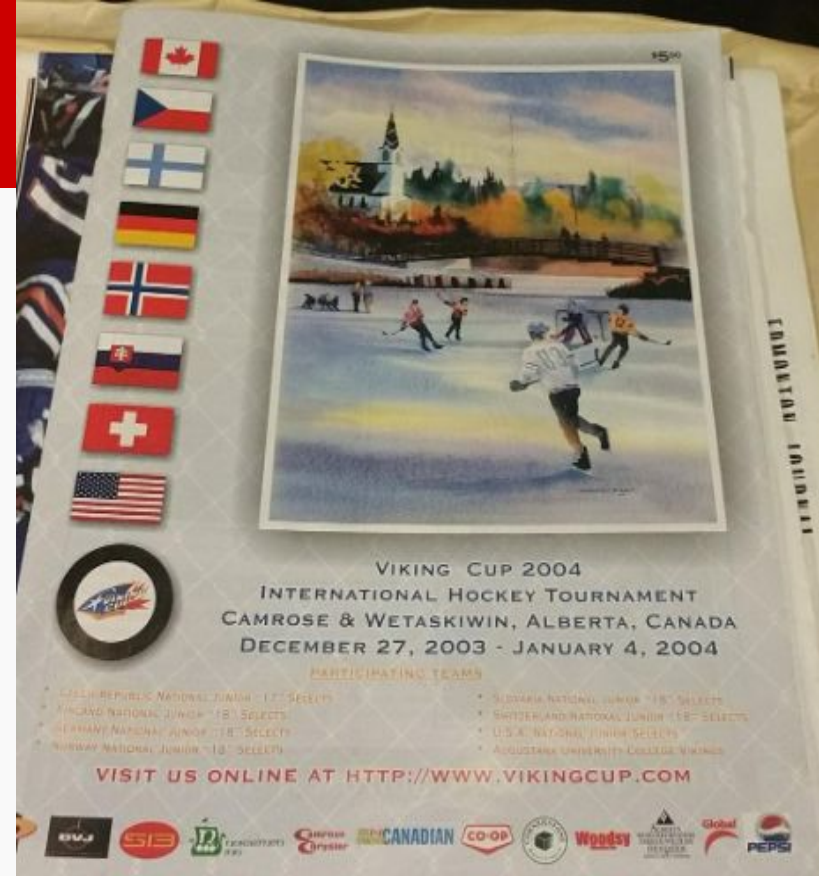
Games: Approximately 13 over 9 days.

Audience: Community members, alumni, youth, local businesses, and international visitors. Tickets will be sold digitally, at sponsor businesses in Camrose, and at-the-door.

Supporting Partners: Alberta Government, Hockey Alberta, & ACAC

We invite partners to join us in celebrating this legacy while reaching new audiences through a high impact sponsorship opportunity.

Proceeds: Go to the Augustana Vikings Hockey Alumni Association to fund future Viking Cups and Vikings Hockey (Non-Profit).



The Viking Cup program of the tournament held Dec. 27, 2004 through Jan. 4, 2025.

Why Sponsor the Viking Cup?



A Legacy Event With Modern Impact

The Viking Cup is where history meets opportunity. As we revive this iconic tournament, sponsors gain access to a blend of legacy, community pride, and brand exposure all in this one unforgettable event.

Opportunities:

Brand Visibility

Community Engagement
& Historic Legacy

Targeted Demographics
for Advertising

Networking
Opportunities

Why Sponsor the Viking Cup?

Many benefits, including:

Brand Visibility in a Vibrant Market

College hockey draws passionate local and regional audiences. Sponsoring an Alberta tournament gets your brand featured on ice boards, jerseys, event materials, and broadcast, raising awareness among students, alumni, families, and local fans.

Community Engagement & Corporate Social Responsibility

Supporting a university-level event demonstrates investment in youth development and the local community. This shines a positive light on your company, builds goodwill, and shows you're committed to supporting education and healthy lifestyles. The Viking Cup is a Historical Event and has been successful in attracting large crowds and meaningful memories for the community and high-level athletes.

Targeted Demographic Alignment

College hockey enthusiasts often fall into attractive consumer segments: young adults, families, and alumni with disposable income. Additionally, this tournament will attract viewers and athletes globally, adding appeal. Sponsorship creates an opportunity to reach them directly - going beyond traditional advertising.

Networking Opportunities

Such events gather local business leaders and university representatives. Sponsorship grants access to opening night receptions, VIP meet-and-greet functions, and hospitality zones - ideal environments to connect with potential partners or clients.

Who Will See Your Brand?

Audience Reach (Projected):

- 1,000+ in person attendees per game over 8 days
- Estimated 2,000+ online viewers via livestream
- Digital reach of 10,000+ across social media, website, and press.
- Visitors from across Alberta, Canada, and international delegations.
 - Many citizens from the City of Camrose, and surrounding areas, and consumers of ACAC Hockey.

Marketing Plan (Tentative):

- Radio media partnership with Stingray Media - framework in place
 - 33,333 impressions on Stingray Media streaming services
- Social Media and digital advertising
 - Instagram: @vikingcupofc
 - Website: www.vikingcup.ca
 - Facebook: Augustana Vikings (Viking Cup Hockey Tournament)
 - X: VikingCupOFC
 - TikTok: VikingCupOFC
- Print Media advertisements in local newspapers and regular public interest articles in local newspapers
- Advertisements included in the preroll during ACAC regular season hockey games from September - December, 2025
- Word of mouth in the Hockey community, and local communities

Sponsorship Packages (Tiers and Benefits Matrix)

Package	Investment	Key Benefits	Estimated Value
Gold Sponsor: (6 available team sponsors)	\$15,000	<ul style="list-style-type: none">• Exclusive sponsorship of one team (logo on every jersey)• Exclusive board decals around the rink for the tournament (1+)• Sky suites access (50 seats)• Logo on tournament banner above ice surface & media backdrop• Featured in press releases• Social & digital promo's• Website logo/link• Meet the players• Exclusive ticket package (20 tickets to every game)• Table reserved at the banquet (December 31, 2025)	~ \$15,000
Silver Sponsor (20 available)	\$5,000	<ul style="list-style-type: none">• Concourse signage (logo displayed in arena entrance)• Game day PA recognition• Digital program + website logo/link• Ticket package (10 tickets to every game)• 1 sponsor social post• Ad in tournament program	~ \$5,000
Bronze Sponsor (Unlimited)	\$1,250	<ul style="list-style-type: none">• Logo on website• Mention in digital program• Ticket package (5 tickets to every game)• Social media thank you	~ \$1,250
Local Support (In-Kind Sponsor - Unlimited)	\$500 +	<ul style="list-style-type: none">• Name in digital program• Logo on specialty items (pucks, signage)• Ticket package (2 tickets to every game)• Social media mention• Great for small businesses or in-kind contributors (e.g., vouchers for billets).	~ \$540

Gold Sponsorship Benefits

See your brand in action!

From having your logo on the ice surface to digital promotions, your brand will be integrated into every part of the tournament experience.

Team Association

Exclusive sponsorship of one of the six competing teams with your logo on every players jersey

Ticket Packages

You will receive complimentary ticket packages for staff, clients, or guests.

Brand Visibility & Digital Promotion

Your logo will have prime placement on arena rink boards, large tournament banners, media interview backdrops and digital tournament materials.

You will be featured in official press releases and marketing campaign

- Dedicated sponsor spotlight post on social media
- Logo and clickable link to your company on the vikingcup.ca website and online program.

How to Get Started?

1

Review Sponsorship Package

Browse tier options and decide which level best suits your business goals.

2

Choose your Sponsorship Level

Whether you want top-tier exposure or community focused engagement, we have a package that fits.

3

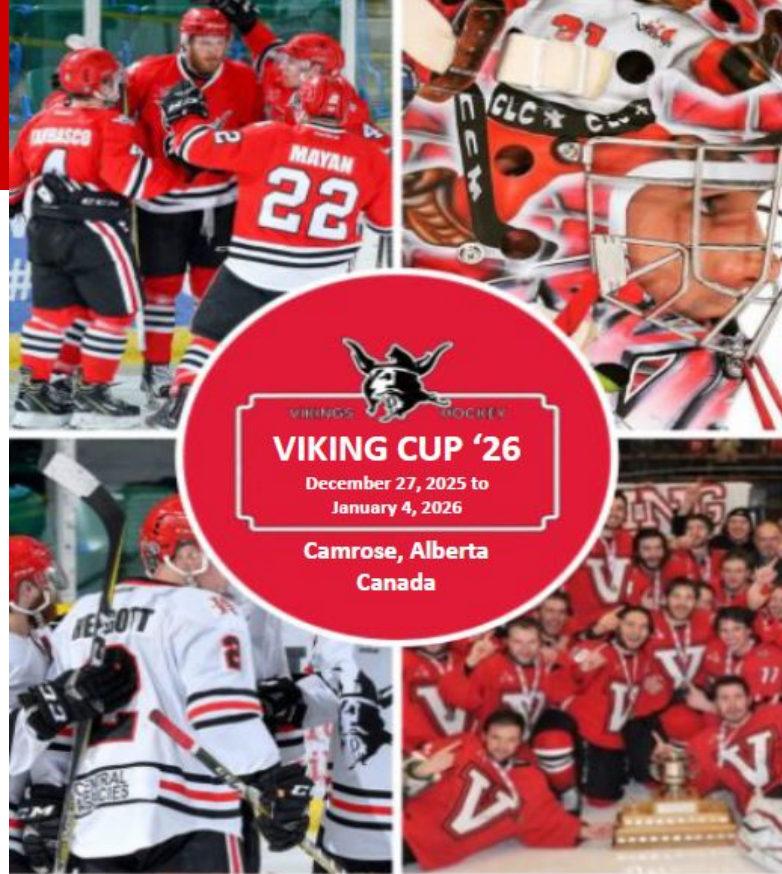
Complete the Sponsorship Form

Available as a downloadable PDF by email and through our online form at Vikingcup.ca. Payment can be made through check/credit or e-transfer to the Augustana Vikings Hockey Alumni Association.

4

We'll Follow Up

Our team will reach out to confirm your sponsorship, share branding specs, and coordinate details like logos, tickets, and signage. We will also take care of the production of materials.



“The atmosphere at the Viking Cup was incredible. It was so lively and so much fun. It made a big impression on me.” Dave Tippett, NHL Player and Coach

Have questions? We're here to help.

We are happy to walk you through the options to create a custom package that aligns with your company's goals.

Contact Sponsorship Committee members:

Aaron Stavne

Email : aaron.stavne@ame-consulting.ca

Phone: 780-265-1553

Tim Green

Email: tpgreen@ualberta.ca

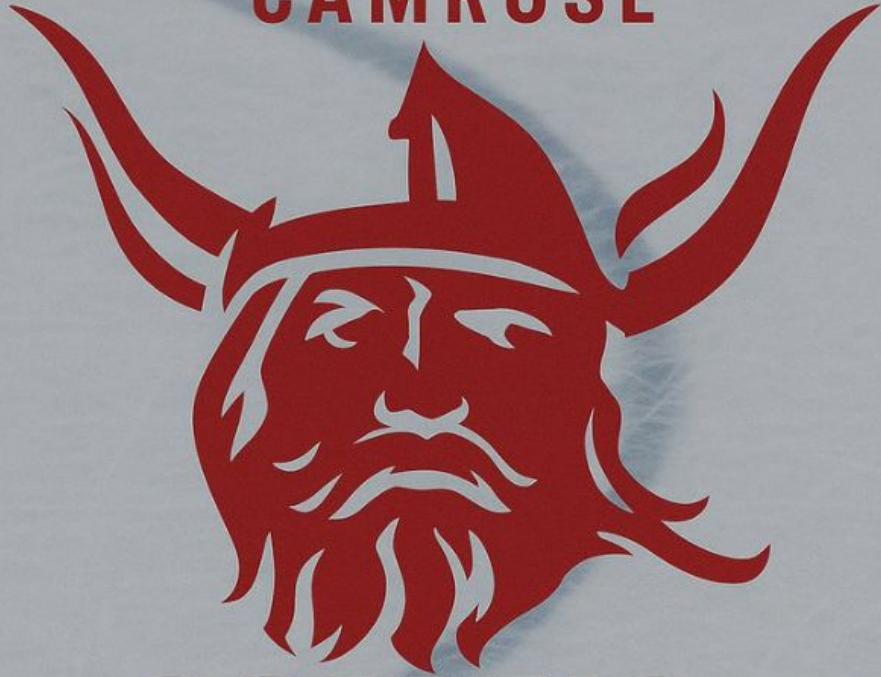
Phone: 780-563-1010

Joren Johnson

Email: jmjohnso@ualberta.ca

Phone: 250-304-9943

CAMROSE



COMING
SOON

Thank you

The Viking Cup '26 tournament represents more than just hockey. It is a celebration of international sport, community spirit, and cultural exchange.

Your sponsorship doesn't just bring this tournament back to life, it helps shape the future of university hockey in our region and internationally, while connecting your brand to a historic legacy, community engagement and youth development.