



# joel <sup>5<sup>th</sup> Anniversary</sup> schwartz

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## MEMORIAL HOCKEY TOURNAMENT

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P R E S E N T E D   B Y

**RIO CAN**

REAL ESTATE INVESTMENT TRUST

## 2015 SPONSORSHIP PACKAGE

IN PARTNERSHIP WITH:



# OUR STORY

Remembered for courage, optimism, kindness, and humour, Joel Schwartz was a remarkable young man. Often misunderstood because he lived with Asperger's syndrome, making new friends was a challenge. In 2009, accompanied by a Reena volunteer, Joel went on a Taglit-Birthright Israel trip. The experience imparted a new sense of independence, identity, and belonging within a larger social network. Joel passed away only a few months after this life-changing journey. To honour his memory, we have hosted the Joel Schwartz Memorial Hockey Tournament (JSMHT) presented by RioCan since 2010 to fundraise for programs and services that enhance the lives of adults and children with developmental disabilities. This year, we are proud to host the 5th installment of the JSMHT on Sunday, March 29, 2015.



[sponsorship@jsmht.org](mailto:sponsorship@jsmht.org)

## J.O.I.N

J.O.I.N (*Joel's Ongoing Inclusion Network*) was established in 2012 to distribute the funds raised by the JSMHT presented by RioCan. To date, the proceeds have grown to over \$650,000. J.O.I.N funds programs utilizing only the interest earned on the endowment. Each year, we have added to the roster of programs we

support. We are also able to assist related community groups with capital purchases. In 2014, we acquired multimedia hardware for social programming at the new Reena Community Residence on the Lebovic campus in Richmond Hill. Below is a list of initiatives backed annually by J.O.I.N since the year connoted:

- **SET (Summer Employment Transitions) Program**, (2014) helps high school students with developmental disabilities develop workforce skills and secures participants' first paid summer work experience;
- **UJA-Community Connect's Live the Cause**, (2013) engages young adults and Reena clients in inclusive programs, such as a hockey skills workshop, Maple Leafs and Marlies hockey game outings, and holiday parties;
- **The Schwartz-Reisman Community Centre Program**, (2012) subsidizes gym memberships for all 64 tenants living in the Reena Community Residence;
- **The Birthright-Israel Shadow Program**, (2011) has sent 4 Reena clients to Israel on a life-changing journey.

J.O.I.N replicates some of the positive experiences in Joel Schwartz's life by building and sustaining programs and events that motivate and engage people with developmental disabilities.

J.O.I.N operates in partnership with the Reena Foundation and UJA's Community Connect. For information on J.O.I.N and its affiliated programs, please contact Jon Schwartz at [jon@jsmht.org](mailto:jon@jsmht.org).

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# SPONSORSHIP

## **TITLE SPONSOR (1 AVAILABLE): \$20,000**

- Official naming rights featured in all online and print media
- Sponsor's logo and website featured on JSMHT website and Facebook page
- Logo printed on over 500 pucks on the front of 400 player jerseys
- Platform to address players, spectators, media during championship game
- Logo on tournament signage and high resolution banner in Championship Rink
- Printed materials and products included in 400+ player amenity bags at request
- Right of first refusal for JSMHT 2016

## **UNIFORM (1 AVAILABLE): \$10,000**

- All 400+ player jerseys and socks will display company logo
- Prominent banner reading "All uniforms provided by: Your Company" on Championship Rink, including high resolution logo
- Feature logo position and special mention on JSMHT site, Facebook page, and all printed materials
- Feature placement of logo displayed on prominent banners in rinks throughout the tournament & Championship Rink during final
- Mention in tournament press release
- Printed materials and products included in 400+ player amenity bags at request

## **CHAMPIONSHIP RINK (1 AVAILABLE): \$10,000**

- Full-day branded rink takeover for demos, promos, giveaways, reps, contests, signage and sound system
- High resolution sign above entrance to Championship Rink
- Logo on banner at entrance of Championship Rink
- "Your Company" Rink included in all online and print materials
- Logo featured on JSMHT website

## **TOURNAMENT RINKS (3 AVAILABLE): \$7,500**

- Branded rink takeover for demos, promos, giveaways, reps, contests, signage and sound system
- High resolution sign above entrance to Tournament Rink
- Logo on banner at entrance of Tournament Rink
- "Your Company" Rink included in all online and print materials
- Logo featured on JSMHT website

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# SPONSORSHIP

## TEAM (28 AVAILABLE): \$2,000

- Team will be called "Your Company"
- Full size logo on the reverse of jerseys
- Company name and logo on the JSMHT website, Facebook page, and team registration and fundraising pages
- Logo displayed on prominent banners in rinks throughout the day and in Championship Rink during final
- Printed materials and products included in 400+ player amenity bags

## MICHAEL HART MEMORIAL TROPHY MVP AWARD (1 AVAILABLE): \$1,800

- Award will be called "Your Company Michael Hart Memorial Trophy MVP Award"
- Logo displayed on prominent banners in rinks throughout the day and in Championship Rink during final
- Logo featured on JSMHT website
- Announcement to 350+ spectators at awards



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# GAME DAY

**O**n Sunday, March 29, 2015, over 400 players on 28 teams across three divisions will compete in the 5th JSMHT presented by RioCan. Our fundraising target for this year is \$225,000. Please join by participating as a sponsor in support of programs and services that enrich

the lives of people with developmental disabilities. Thank you for supporting this event and our cause. We invite you to join us for all the fun at Chesswood Arena on Sunday, March 29, 2015.

## JSMHT SPONSORSHIP CO-CHAIR

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## JSMHT SPONSORSHIP CO-CHAIR

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