



Canadian Underwater Games Association
Association Canadienne des Jeux Subaquatiques

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Sponsorship Information Package CMAS World Underwater Hockey Championships Team Canada 2006

Greetings from the Canadian Underwater Games Association!

On behalf of all participants in the CMAS (Confederation Mondiale des Activites Subaquatique) 2006 World Underwater Hockey Championships, we would like to thank you for your interest in the many sponsorship opportunities associated with our drive to the podium in 2006.

Canada is sending teams to compete in five divisions in Sheffield, England, August 10 - 26, 2006. This commitment embodies more than 50 athletes, officials and support staff with an operating budget of over \$100,000.00. All of this is done without Sport Canada assistance, with the athletes paying the vast majority of the bill.

Getting to World's is a monumental task for all of the athletes and support staff involved. In addition to the countless hours of training in the pool and at the gym, athletes face a multitude of training and selection camps, tournaments, and equipment needs. Support staff and officials volunteer immense amounts of time, without compensation. With the current state of Sport Canada funding, the costs involved in attending World's are often prohibitive to some of our best players and officials.

At CUGA, part of our mandate is to support those who dream and work so hard to be the best in the world. The purpose of this package is to demonstrate how you, the private sector, can help some of our dedicated amateur athletes achieve their dreams.

The 2006 sponsorship drive is framed by a three-tier format, geared to offer the best possible exposure to all sponsors involved. Whether you are a Gold, Silver or Bronze level sponsor, be assured that your assistance guarantees world-wide exposure for your company or products.

Any form of assistance is welcome, although money is the best way to maximize your return on investment. All cash contributors will be issued a charitable donation receipt for tax purposes. Please feel free to contact us at any time with questions about your contribution. At CUGA, we are here to facilitate your corporate needs in any way possible.

Thanks again for your interest, your assistance is needed and appreciated by every member of Team Canada 2006.

Margaret Francis, Jeff Stanhope
Chefs de Mission
CMAS World UWH Championships 2006

Go For Gold in 2006! Sponsorship Plan Outline

Levels of Sponsorship

Gold- \$5000+

Title Sponsor of team.
Logo on all promotions and banners.
Feature article on website.
Mention in all press events and articles.
Logo on equipment during competition.
Commemorative plaque.

Silver- \$1000+

Logo on all promotions and banners.
Logo on website.
Logo on one of the following pieces of equipment during competition:
Fins, Polo Caps, Swim Suits, Uniforms.
Commemorative plaque.

Bronze- \$500+

Logo on banners and Team Canada 2006 T-shirt.

Logo on website.

Framed certificate of appreciation.

Sponsorship Opportunities

Title Sponsorship

Reap the benefits of the prestige and exposure of Title Sponsorship. Your company logo will be featured prominently in all promotions. Stand out among an elite group!

Promotions and banners

Be seen by the world! Make the best of the opportunity to be seen at team functions and events, including July training camps in San Jose California, and the CMAS World Championships in Sheffield, England, August 10 - 26.

Press events and articles

World's attracts a significant amount of National and International press coverage, including TV coverage by CBC, CBS, and ABC. Radio-Canada has featured interviews with some of Canada's elite athletes. This is a fantastic opportunity for your company to be seen, be mentioned, and be associated with a great new sport in an international setting.

Logos on equipment and uniforms

The effects of sponsorship last beyond World's in August with logos being seen on polo caps, fins, team uniforms and T-shirts. Be a part of the memories, and the future of underwater hockey!

Be recognised for your contribution

All sponsors will receive either an attractive custom-made plaque or framed certificate of appreciation to commemorate your company's contribution to Team Canada 2006.

Go For Gold in 2006! Sponsorship Plan Outline

Cash Sponsorship

Cash is the most suitable and cost-effective method of sponsorship. Cash can be divided among players and teams easily or be used to help purchase equipment. All cash sponsorships will receive a Charitable donation receipt for income tax purposes. Unfortunately cash sponsorships cannot be directed towards a single athlete. You may sponsor a specific team or group of support staff (ie. u19 Team or Officials).

Required Equipment and Services

Help out any way you can! If your company can provide any of the following items, we would be happy to add you to our list of sponsors.

- Water bottles (75 - 100)
- T-Shirts or other clothing suitable for screening. (75 - 200 articles.)
- Team track suits. (approx. 75.)
- Bathing suits. (Approx. 75 light, 75 dark.)
- Waterpolo caps. (5 team sets.)
- Sports Drinks. (50 athletes over 2 weeks.)
- Nutritional Supplements. (50 athletes over 2 weeks. Must meet WADA doping standards.)
- Airfare to England from Calgary or Montreal. (75 people.)
- Ground transportation in Sheffield. (75 people over 2 weeks.)
- Silk screening and printing services.

Not sure if your company's product can help? Contact us at sponsorship@cuga.org or phone 519 488 1775 for more information regarding product needs and suitability.

What we need from you

Please fill out the sponsor registration form enclosed in this package. With this information we will be able to help facilitate your needs as effectively as possible.

Be sure to include a high quality, fit-for-print version of your company logo for our promotional needs. Logos can be in either .eps, .tiff, or .pdf format. If you are unsure about your logo format your printing professional or office computer guru may be able to help you. If you are still having trouble, do not hesitate to contact us at sponsorship@cuga.org or 519 488 1775.

Thank-you for your time, we look forward to making you a part of Team Canada 2006!

Go For Gold in 2006! Sponsorship Registration Form

Sponsor Information

Company Name: _____ Contact Person: _____
Mailing Address: _____ Unit Number: _____
City: _____ Province: _____ Postal Code: _____
Telephone: _____ Fax: _____
Email Address: _____
Company Description / History: _____

Sponsorship Details

Make all Cheques payable to: CUGA- Team Account.

Sponsorship Type (Please circle one or more): Cash / Merchandise / Services Dollar Value: _____
Description of Merchandise / Services: _____

Number of units provided: _____ Delivery Date: _____

CUGA Contact Info

Canadian Underwater Games Association

Sponsorship Coordinator

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Players facing off at the Calgary Invitational 2004 - Photo © Jeff Stanhope 2004

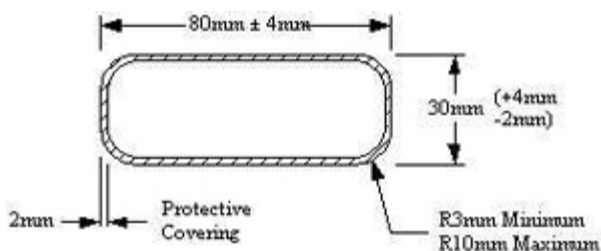
Underwater Hockey- A brief introduction

Underwater Hockey is a sport played on the bottom of a swimming pool by 2 teams of 6 players, each wearing basic snorkelling equipment. The object of the game is to push or pass a lead puck along the bottom of the pool, by using an underwater hockey stick, into the opposing team's goal.



Caps, Gloves & sticks are specialized equipment - Photo© True blue 2004

Underwater Hockey is a fast moving game that quickly builds swimming and breath-holding capability. It is played with a stick approximately 30cm long, a puck around 1.5kg and a goal of 3m length. In competition, games consist of two 15- minute halves, and teams can have up to 4 substitutes on the deck who can enter play on the fly.



The rules are "non-contact" and players generally cover "zones" around the puck. Success (scoring) ultimately depends on teamwork, since no single person can hold his breath forever. In the game, exertion usually shortens bottom time to less than 30 seconds. Individual strength is less of an advantage than it is in many other sports. The water nullifies pure mass advantage and emphasizes clever use of torque.

Passing is a big part of the game and is done by throwing the puck off your stick with a flick of your wrist. This is very difficult to learn without help, but can be used to sail the puck more than 3m across the bottom and up to 50 cm above it. The technique allows you to break the puck out of a tight spot and send it past opponents.



Learning shooting technique - Photo © Julie Munday 2004

Underwater hockey can be played at many levels from casual pick-up fun to world level competition. It also provides an instant conversation starter at dull parties!



The London Dolphins. Fun for everyone! - Photo © Julie Munday 2004