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Marketing



Strategic Objectives

- **Sponsorship surrounding IPC Properties such as the WC (A & B) and EC**
 - Title
 - In – Arena
 - Boards
 - On Ice
 - Uniforms (Addendum A)
 - “Supplier Pool”
 - Event Displays

Strategic Objectives

- **Uniform & Helmet Advertising Policy Proposal**

The IPC Commercial Partner has been awarded the exclusive right to exploit the following advertising possibilities on the uniform and equipment to be worn during all games and official practices by the players and game officials, including the right to advertise products and/or services:

- on the Front Right Chest of the uniforms of all IPC Team players participating in the Championship (including practice), at a size of 16cm x 5cm;
- on the Helmets of all IPC Team players (excl. goalie face masks) participating in the Championship (including training sessions), located on the front side, at a size of 5.5cm x 16.0cm;
- on the uniforms of all referees and linesmen participating in the Championship, located on the front and backside of the shirt, each at a size TBD;
- on the helmets of all referees and linesmen participating in the Championship (including training sessions), located on the front and backside, each at a size of 5.5cm x 16.0cm.

The IPC grants the rights to each NPC to exploit the following advertising possibilities on the uniform and equipment to be worn during all games and practices by the players, including the right to advertise products and / or services:

- on both sleeves of the uniforms of all IPC Team players participating in the Championship (including practice), located above or below the number, each at a size of 22cm x 8cm;



Broadcasting

Strategic Objectives

- Identify & Contract with a Broadcast Partner that will provide production and delivery capabilities:
 - TV (NHL Network)
 - Internet (Live & On Demand)
 - Game Tapes / Video Replay
 - Video Editing
 - Statistics



Merchandising

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Strategic Objectives

- Provide Event Merchandising
- Provide On-Line Store



Thank You



