

CANADIAN

RINGETTE

CHAMPIONSHIPS



OTTAWA
2026

RC • CCR

CATCH
THE
VIBE



JOIN US AT THE
CANADIAN
RINGETTE
CHAMPIONSHIP

30 MARCH - 5 APRIL 2026

FEEL
THE
RUSH

WELCOME

We are thrilled to invite you to support the 2026 Canadian Ringette Championships, a premier event showcasing the best ringette talent from across Canada, fostering community bonds and empowering young athletes. Hosted in the Ottawa Region, this championship will celebrate female athletic excellence and the spirit of sport.

The 2026 Canadian Ringette Championships will be hosted jointly by the City of Ottawa Ringette Association (CORA) and Ringette Canada. This collaboration will provide sponsorship opportunities on both the national and local levels.



OUR AUDIENCE

42K



46K

Participants

These people are:

- 33000 players
- 7000 coaches
- 1600 officials

We work closely with our partners to make sure that their message gets to the right audience.

Followers

These people are:

- players
- family members
- staff
- alumni
- fans

Number of ringette Alumni in Canada 270,000+

EVENT DETAILS

Dates: **March 29th to April 3rd, 2026**

Location: **Ottawa**

Opening ceremony: **Nepean Sportsplex**

Closing ceremony: **Infinity Convention Centre**

Arenas for competitions: **Bell Sensplex, Tony Graham Arena**

Expected Attendance: **10,000+**

Number of teams: **50**

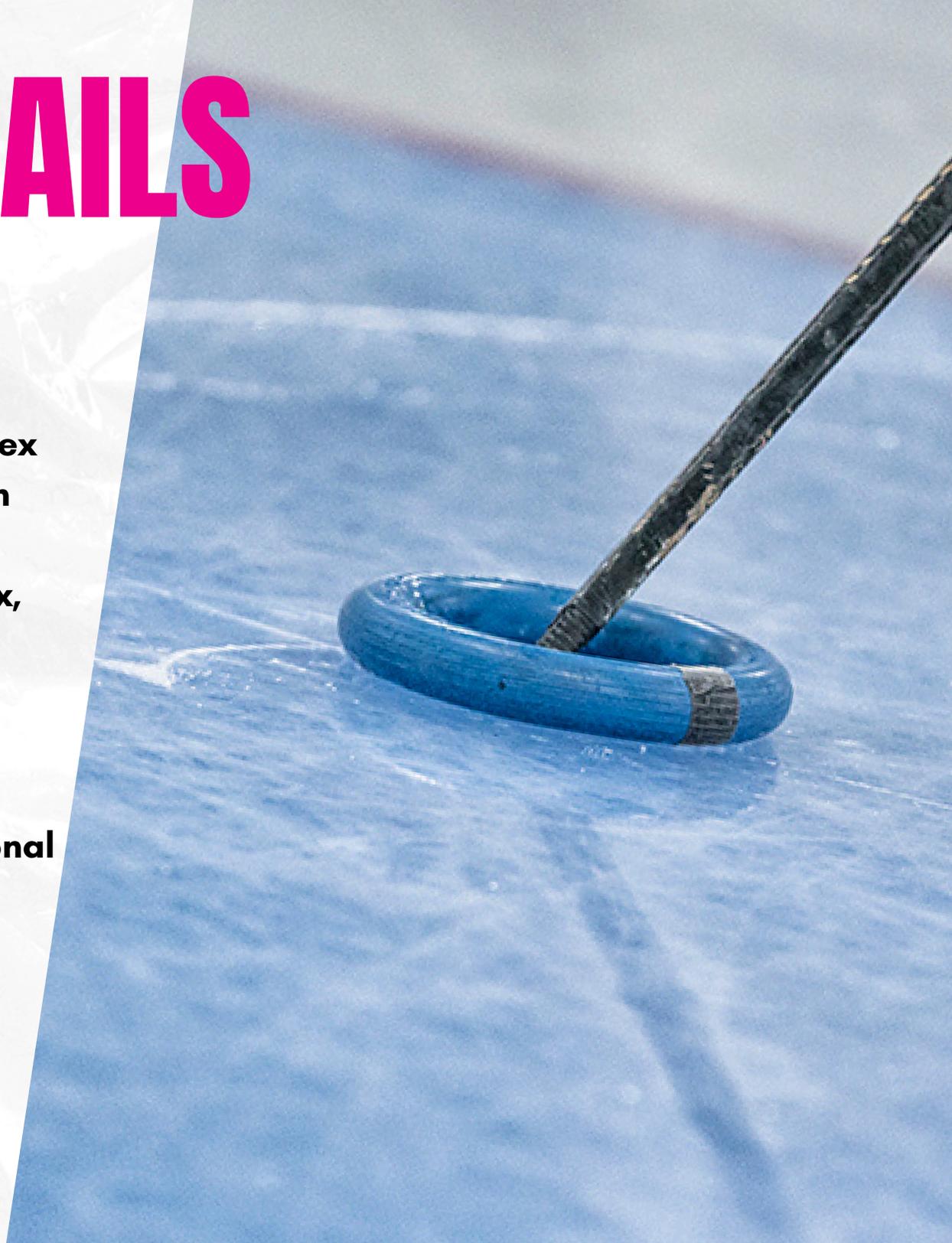
Number of athletes: **900+**

Categories: **U16AA, U19AA, and National Ringette League (18+)**

Number of bench staff: **250+**

Number of games: **150**

Hotel room nights : **7000+**



SPORT TOURISM BENEFITS



Ringette attracts visitors to local communities and helps to generate economic spending. It can add millions to your local economy, creates jobs, and boosts tax revenue!

Ringette events impact three main categories:

- **Direct** (hotels, restaurants, retailers, transportation)
- **Indirect** (goods and services)
- **Induced** (employee spending)

Supporting a ringette event in your area can be a major economic contributor for your brand recognition and growth in your community!







WHAT'S IN IT FOR YOU?

Visibility: Reach a Large and Engaged Audience

- Gain extensive exposure to over 10,000 attendees and a wide online audience.
- Attendees are passionate about ringette, family-oriented and interested in health and wellness

Engagement: Direct interaction with potential customers

- Engage with a dedicated audience through on-site activations, contests and branded zones
- Create memorable brand experiences and long-term partnership opportunities

Brand Alignment: Align with Values of teamwork & excellence

- Associate your brand with the positive values of teamwork, sportsmanship and youth development
- Enhance your reputation and credibility

Community Impact: Support Youth Sports and Local Development:

- Contribute to the growth and empowerment of young female athletes
- Promote local economic development
- Support a sport that values diversity and inclusivity

SOCIAL IMPACT

- **The Canadian Ringette Championship (CRC) is BIG!**
- In addition to sell-out crowds for the past 3 years, we also have individuals all over the world tuning in to watch.

In 2025 we had:

- 850+ new YouTube Subscribers
 - 4.4M YouTube impressions
 - 50K hours of YouTube Watch Time
 - All 150 games were shown on CBC, with medal games being featured on **CBC Sport**
 - 25 + countries tuning in to watch
 - Average 250 000 daily views of our event photographs on Flickr
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- All of the above helps to generate more interest and viewership of the sport and the sponsors that are there to support the event.
 - As well as determining champions, the tournament provides athletes with the opportunity to compete at the elite level, encourages fair play and interprovincial goodwill, and increases the visibility of the sport across the country.

- At the Canadian Ringette Championships, the combined spending of out-of-town athletes, family members, spectators and other visitors supported \$5.8 million of overall economic activity in the host city
- The total net economic activity (GDP) generated by the Canadian Ringette Championships in Ottawa (2025) was:
 - \$3.3 million for Canada as a whole;
 - \$2.8 million for the province of Ontario; and
 - \$2.2 million for the City of Ottawa
- Of those surveyed, 95% said that they would come back to another Canadian Ringette Championships regardless of location
- According to a 2024 study published by Deloitte Insights, for every dollar spent by a corporate sponsor in women's sports, more than seven dollars is generated in customer value for that organization.

\$3.0 M

of visitor
spending in
Ottawa

\$5.8 M

overall economic
activity in the
province

\$1.4 M

of wages and salaries
supported
locally

ECONOMIC IMPACT

2026 OTTAWA

30 MARS - 5 AVRIL 2026



30 MARS - 5 AVRIL 2026



30 MARS - 5 AVRIL 2026

PROGRAMME AU
CHAMPIONNAT
CANADIEN
DE RINGUETTE

30 MARS - 5 AVRIL 2026



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CHAMPIONSHIP

30 MARS - 5 AVRIL 2026

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ENGAGE WITH OTTAWA TOURISM

Ottawa Tourism has committed to collaborate with the 2026 Canadian Ringette Championships. They are the city's official destination marketing organization, promoting Canada's capital as a premier travel destination with diverse events and vibrant local culture.

We will be leveraging their marketing resources for the promotion of the 2026 Canadian Ringette Championships before and during the event.

These Championships have had a positive economic impact for Ottawa, bringing in **\$5.2 million in total expenditures** in 2025 through the combined spending of out-of-town athletes, their families, spectators, and other visitors.



SPONSORSHIP PACKAGES



Title Sponsor | \$50,000

(1 opportunity)

As the sole 'Title Sponsor', your company will enjoy a customized sponsor activation to highlight your brand which may include the following benefits:

- 2026 Canadian Ringette Championships presented by "your company name" (wording to be confirmed)
- Title sponsor featured throughout Digital Broadcasting and Canadian Ringette Championships social media
- Presenting rights for tournament
- Live streaming: pre-roll, sponsor screen time, branded segments, logo display
- Event signage logo for opening and closing ceremonies
- Exhibitor's table and/or giveaways
- Logo and profile on event website and program
- Social media mentions
- Speaking at opening and/or closing ceremonies
- Present medals on ice at finals (Saturday)
- All-access passes
- Signage at arenas

Platinum Sponsor | \$25,000

As the Platinum Sponsor, your company will enjoy a customized sponsor activation to highlight your brand which may include the following benefits:

- Event signage logo for opening and closing ceremonies
- Booth space and/or giveaways
- Logo and profile on event website and program
- Social media recognition
- Present medals on ice at finals (Saturday)
- Tickets to award ceremony and/or VIP
- Signage at arena(s)
- Closing ceremonies award presentations

Gold Sponsor | \$10,000

As the Gold Sponsor, your company will enjoy a customized sponsor activation to highlight your brand which may include the following benefits:

- Event signage logo for closing ceremonies
- Booth space and/or giveaways
- Logo and profile on event website
- Social media recognition
- Logo and profile on event program
- Present medals on ice at finals (Saturday)

Silver Sponsor | \$5,000

See full sponsorship matrix

SPONSORSHIP MATRIX

	Title	Platinum	Gold	Competition Zone
Quantity	1	2		
Target pricing*	\$50,000+	\$25,000+	\$10,000+	\$4,000+
Marketing				
Sponsor name incorporated in event title	Yes, see Title benefits			
Digital elements	<i>See Digital Broadcast Visibility for included elements</i>			
CRC Logo usage	Yes, Title-level configurations	Yes, partner-level configurations		
Logo & links on event website, socials, ticket platform	Logo incorporated into all website and social media profiles High-frequency recognition on all channels	Premium visibility on website, frequent recognition on all socials	High visibility on website, regular recognition on all socials	Enhanced visibility on website, recognition on all socials
Booth space &/or branded giveaways	All venues + pre-CRC engagements	All competition venues + select pre-CRC engagements	Booth space at one competition venue	Booth space at designated venue
Custom social media campaigns	Multiple	Min. one (1)		
Logo on select event merchandise (apparel, accessories)	Yes, see Title benefits			
Signage				
Rink board & or rink glass	All rinks, priority installation	Premium rinks, premium installation	One rink per venue	
Broadcast visibility	<i>Elite</i>	<i>Premium</i>	<i>High</i>	<i>Enhanced</i>
Event banners, posters & signage	Title sponsor banners (multiple) Priority placement on all event banners, signage	Premium visibility on all sponsor banners (print and digital)	High visibility on all sponsor banners (print and digital)	
Logo on event passes	Yes			
Hospitality				
Announcements	All events; all opportunities	All events, key opportunities		
Speaking engagement	Opening AND closing	Opening or closing (TBD)		
Presentation of medals / trophy at finals	Yes	Yes		
VIP passes	Yes, see Title benefits	Yes, see Platinum benefits	Yes, see Gold benefits	Yes, see Competition Zone benefits
Media				
Social media mentions / Recognition in print media, media kits, athlete kits	Yes	Yes	Yes	
Media wall	Logo matrix mix with CRC logo	Inclusion on media wall		
Exclusive interviews in program*	Yes			
Media alert	Media announcement + Inclusion on all media alerts	Media announcement + inclusion on select media alerts	Media announcement	
Other Opportunities				
As requested / negotiated	contact us at crc-ccr@ringette.ca			

See detailed benefit pages for additional visibility & examples.

Other sponsorship opportunities include rink board / rink glass, game sponsors, vendor tables, and customized sponsorship

DIGITAL BROADCAST VISIBILITY

[CLICK HERE](#) to watch examples of how your ad will look



We have partnered with iSiLIVE, a leader in amateur sports broadcasting to live stream all games. Digital broadcasting will stream to: **CBC, Ringette Canada's YouTube Channel & iSiLive**

AD LOCATION (*TOTAL of 149 GAMES)	AMOUNT	FREQUENCY
Slate (opening, between periods, wrap)	\$15,000 (incl. in Title sponsor package)	1 per game
Scorebug logo posted alongside game score	\$7,500	1 per game
Video advert (up to 30 secs)	\$7,500	Full game
Social media highlights (8-15 per game)	\$7,500	Each game
Sponsor QR code insertion	\$7,500	Full game
Replay graphic "replay brought to you by..."	\$7,500	Full game
Interviews "interview presented by..."	\$5000	TBD

IN-KIND SPONSORSHIPS

An excellent opportunity for businesses to support the Championships by offering products or services instead of direct financial contributions (i.e. athlete gifts, special discounts for event attendees, printing, office supplies, tents, provision of meals, etc.). There are lots of opportunities. Please reach out and let us know what you can do!



CUSTOMIZED SPONSORSHIPS

Don't see anything you like? Let's talk!

We can also offer customized activation opportunities tailored to your business's specific goals, ensuring maximum impact and alignment with your brand's objectives.

WHY SUPPORT RINGETTE?

Aside from being the right thing to do, there are a myriad of reasons why it's *so* important to the overall well-being of society to invest in opportunities for women & girls in sport:

👉 Girls who play sports report higher levels of confidence at all ages.
- Women's Sports Foundation

📖 Girls who play sports have higher GPAs. Sixty-one percent of high school girls who have a grade point average above 4.0 play on a sports team.
- The Girls Index from Ruling Our eXperiences, Inc. (ROX)

❤️ Girls who play sports have a more positive body image than girls & women who do not.
- Women's Sports Foundation

💻 94% of female C-suite executives played sports when they were younger.
- EY

💛 Girls who play sports have lower levels of depression than non-athletes.
- Women's Sports Foundation

🚀 Girls who play in sports are more likely to pursue their dream careers.
- The Girls Index from Ruling Our eXperiences, Inc. (ROX)



It's simply good business to invest in sport for women & girls.



THANK YOU

**FOR MORE INFORMATION AND TO
CONFIRM YOUR SPONSORSHIP, PLEASE
CONTACT:**

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