

## COMMISSION REPORT

---

**TO:** CHAIR AND MEMBERS  
PARKS, RECREATION & CULTURE COMMISSION

**FROM:** DIRECTOR PARKS, RECREATION &  
CULTURAL SERVICES

**SUBJECT:** 2015 BURNABY MINOR HOCKEY ASSOCIATION PAT QUINN  
CLASSIC CHRISTMAS TOURNAMENT

---

**RECOMMENDATIONS:**

1. **THAT** the Burnaby Minor Hockey Association (BMHA) be granted a fee waiver of \$11,303 (excluding tax) for the use of Bill Copeland, Burnaby Lake and Kensington arenas from December 27<sup>th</sup> to December 30<sup>th</sup>, to host the Pat Quinn Classic Hockey Tournament.
2. **THAT** a copy of this report be forwarded to Mr. Larry Hayes, Executive Administrator, Burnaby Minor Hockey Association.

**REPORT**

At the 2015 November 18 Commission meeting correspondence was received from Mr. Larry Hayes, Executive Administrator of BMHA, requesting a fee waiver for the arena rental fees for their 53<sup>rd</sup> Annual Holiday Classic Tournament, which has been re-branded the Pat Quinn Classic.

For 52 years, BMHA has organized the Bantam Christmas Hockey Tournament. In recent years the event has suffered from increased competition and volunteer fatigue, therefore BMHA partnered with Tourism Burnaby to rebuild the tournament and brand it the Pat Quinn Classic, honouring the late legendary hockey figure. This year the tournament will consist of 34 Pee Wee and Bantam teams from Canada and the U.S.A., with one team from Japan, with games to be played December 27<sup>th</sup> to 30<sup>th</sup>. City of Burnaby rinks will be utilized at a time of year when the rinks are traditionally under-utilized by community groups and the public.

Tourism Burnaby has underwritten the start-up costs for the event and brought in experts to help build the event, including Inside Edge Hockey. Their proposal consists of playing 59 out of 96 games on the 3 City of Burnaby rinks. 20 games will be played at the Burnaby Winter Club. 17 games will be played at the North Shore Winter Club. There will also be a Vancouver Canucks Alumni game where Canucks alumni will play against participating tournament coaches and local celebrities.

It is suggested the City of Burnaby be a Presenting Sponsor of the tournament. This would include premium logo placement on all event materials and on marketing channels (website, app, social media, broadcast, etc.), logo and key messaging in pre-promotion commercial spots running on Global TV partner networks, verbal recognition at games, and representatives involved in cheque and medal presentations. The City will also receive 100 tickets for the Canucks Alumni game, and there will be significant promotional recognition for the City and Bill Copeland Arena in the lead up to the Alumni game with an ad in the Burnaby Now and on social media sites (Attachment #1).

\$15,000 in proceeds is to be distributed to the Pat Quinn Legacy Fund, and \$5,000 will be distributed to the BMHA. The larger tournament format will provide a larger audience for BMHA's fundraising efforts, such as raffles, 50-50 tickets and merchandise sales.

Burnaby Food Services will benefit from concession sales throughout the tournament.

The fee waiver request, including the tournament and Alumni game, is for \$11,303 which includes ice rental costs and staff time.



Dave Ellenwood  
Director Parks, Recreation & Cultural Services



TK:tc

Attachment

p:/admin/tc/data/wp/tk/2015 Burnaby Minor Hockey Association Pat Quinn Classic Christmas Tournament

HOSTED BY  
BURNABY MINOR HOCKEY ASSOC



# FOLLOW YOUR DREAMS LISTEN TO YOUR HEART OBEY YOUR PASSION

HELD ANNUALLY DECEMBER 27-30TH • BURNABY, BRITISH COLUMBIA • [www.PatQuinnClassic.com](http://www.PatQuinnClassic.com) @PatQuinnClassic

# CITY OF BURNABY: PAT QUINN CLASSIC SPONSORSHIP

We propose the City of Burnaby be named as the Presenting Sponsor.

The City would receive onsite exposure and promotional recognition as part of this arrangement.

There are also many community engagement opportunities within the tournament and within the Canucks Alumni Game.



# PRESENTING SPONSOR

- City of Burnaby logo or word mark incorporated into the Pat Quinn Classic logo
- Premium logo placement on all event materials
- Verbal recognition during games hosted at Bill Copeland Arena
- Representative involved in cheque and medal presentations at Championship games on December 30



# SPONSORSHIP ACKNOWLEDGEMENT: EXAMPLES



# PROMOTIONAL RECOGNITION

- Premium logo placement on marketing channels (website, app, social media, broadcast etc.)
- Involvement and acknowledgement at December 8th press conference (in both presentation and press release)
- Involvement and acknowledgement in all other media opportunities (whenever possible), including potential appearance (Mayor Corrigan or other) with Cliff Ronning on December 5 on Global TV
- Logo, video spots and key messaging incorporated in webcast of all 100 games
- City representatives part of the opening and/or closing festivities – To be determined
- Promotion on social media platforms and complimentary tournament app



# PROMOTIONAL RECOGNITION: GLOBAL TV PARTNERSHIP

- Pre-Promotion: Appearance on Global TV on **December 5:**
  - VALUE: \$10,000 (*estimated value provided by Global TV*)
- Logo, video spots and key messaging in pre-promotion commercial spots running throughout Global TV partner networks (i.e. CNN, A&E, TLC, Golf Channel, NFL Network, etc)
  - VALUE: \$60,000 (*estimated value provided by Global TV*)
- Logo, video spots and key messaging incorporated in Shaw TV broadcast of Bantam AAA Championship game – December 30
  - VALUE: \$15,000 (*estimated value provided by Global TV*)





# CANUCKS ALUMNI GAME: DECEMBER 29, 7:30PM

- Estimated attendance: 1,200
- There will be significant promotional recognition for the City and for Bill Copeland Arena in the lead up – ad in the Burnaby Now promoting ticket sales of the game; social media; noted on event listing websites
- City representatives would participate in the cheque presentation
- 100 tickets for the Canucks Alumni Game would be given to the City
- The City of Burnaby would be the Host of the Canucks Alumni VIP Reception at Fortius Sport & Health on Dec 29 (evening – immediately following the game)

## COMMUNITY OUTREACH IDEAS:

- Run a 'loonie' skate for the community at Burnaby Lake Arena on December 29 just prior to the Canucks Alumni Game
- Distribute 100 Free tickets to the Canucks Alumni Game for community partners and organizations
- Work with staff to identify other opportunities

