

OPEN ICE INITIATIVE

Your sponsorship puts a Toronto kid on the ice: fully equipped, coached, and completely free.

No child should be left off the ice because of financial barriers.

A registered nonprofit. Sponsorship is a marketing and advertising expense that reaches Toronto families through national and local media.



\$800

puts one Toronto kid on the ice:
gear, professional coaching and ice time. The gear is theirs to keep.

60+

campers reached in 9 months

\$15,000+

in gear given, theirs to keep

100%

free to every family

ON-ICE LEADERSHIP:

Cameron Gaunce, a 15-year pro (Colorado, Dallas, Pittsburgh, Tampa Bay) and TSN analyst, coaches our players.

WHERE YOUR MONEY GOES

Every dollar hits the ice.

About \$800 puts one child through camp: roughly \$560 for the session plus \$400 to \$500 in gear they keep.

Surgically targeted.

We use TDSB Learning Opportunities Index data to reach the highest-need areas: Regent Park, St. James Town, Thorncliffe Park, Flemingdon Park, Oakridge.

Real momentum.

In 9 months: 60+ campers, \$15,000+ in gear placed, 50+ applications, national and local media.

Proven and running.

A 17-member student executive runs camps at Ted Reeve Community Arena (winter and March Break, summer next).

IN THE NEWS (click to watch or read)

CTV News (national)

Mar 17, 2026

"March Break camp gives underprivileged kids a chance to play"

CP24

Mar 16, 2026

"Open Ice Initiative: free hockey and equipment for youth"

Beach Metro

Mar 17, 2026

"March Break camp at Ted Reeve brings young players together"

TorontoToday

2026

"Free hockey camp builds skills and access at Ted Reeve Arena"

2M+ media impressions across CTV, CP24, TSN and local press.

IN THEIR WORDS

“

You didn't just give them skates. You gave them a chance to believe they are the same as other children.

Messeret D., parent of twin boys, Regent Park

“

Mama, I'm not a beginner anymore. I'm a player.

Marcen, age 9, camper

OUR THREE PARTNERSHIP LEVELS (priced per camp)

Pilot Sponsor

\$1,000 / camp

Sponsor children for a session: a direct on-ramp to the sport.

- Logo on participant materials
- On-ice photo sessions with campers
- Named session recognition
- Logo and backlink on open-ice.org
- Social, newsletter and report features

Camp Sponsor

\$1,500 / camp

Take ownership of a full day of camp.

- Everything in Pilot Sponsor
- A Named Day at Camp in your honor
- Your brand featured across the whole day

Platinum Partner

\$2,000+ / camp

PREMIER

Year-round visibility and deep integration.

- Everything in Camp Sponsor
- Named Program recognition
- Custom CSR and DEI engagement
- Year-round presence, digital and on-site
- VIP Keep Your Gear graduation invites

These are our only three primary partnership levels. To give more than \$2,000 per camp, please contact us for extended perks.

Trusted by: MCW Consultants · Platform Insurance · TorontoToday · Pizza Pizza · PHPA · HockeyStickMan

SCAN TO SPONSOR

Put the next child on the ice.

50+ kids have applied for a limited number of spots. Sponsor before they fill.

Andrew Adair, Founder and President

andrew.adair@ucc.on.ca · 437-775-6292 · open-ice.org



For corporate partners: Open Ice Initiative is a registered nonprofit and does not issue charitable tax receipts. Because your support delivers logo placement, named-program rights and media association, it can typically be recorded as a marketing or advertising expense. Please confirm treatment with your finance team. This is not tax advice.