

THE
Jennifer Collins
CLASSIC



SPONSORSHIP PACKAGE

2026

ABOUT THE JC CLASSIC

The Jennifer Collins Classic is an annual, volunteer-run, community-based event that includes recreational hockey and golf tournaments and social events. The purpose and goal of the event is to raise funds to be donated in and around Lunenburg, NS to individuals and causes facing financial hardship due to life-altering circumstances. 100% of proceeds are returned to the local community. To date, The Jennifer Collins Classic has raised over \$547,000 for the community.

COMMUNITY. SUPPORT. RESPECT. FUN.



DEAR BUSINESS OWNER OR MANAGER,

JANUARY 2026

Over a decade ago a group of motivated community members got together to reinstate a hockey tournament and social event in Lunenburg, NS. Our initial hockey tournament featured eight teams; however, in recent years The Jennifer Collins Classic has grown into a multi-weekend event with a hockey tournament that features 22 teams and a 26-team golf tournament.

The first weekend of 2026 features the hockey tournament, a community dance, a silent auction, various interactive games at the arena, and more. The second weekend features the golf tournament and additional community social events. And throughout the month of March, we'll generate foot traffic for local restaurants while raising funds through the Battle of the BURGER.

We invite your business to play a role, through sponsorship, in the success of this year's Jennifer Collins Classic. The hockey tournament will take place March 26–29, 2026, while the golf tournament will take place in May (date TBD).

In 2025, the Jennifer Collins Classic raised \$115,000. Donations from businesses and organizations play a vital role in raising funds. We're hopeful that you will support the Jennifer Collins Classic events by making a monetary donation or by offering an in-kind donation for the silent auction. The value of your donation is at your discretion—every contribution helps.

By entering into this partnership, your business will receive recognition and advertising during all events. Silent auction items will be accompanied by the name of your business and a description of the auction item available, which will be displayed at the arena entrance during the four-day event. Your donation will also demonstrate your commitment to giving back to those who need it most.

We're excited to bring the community together for another great year and, more importantly, to raise funds for those who need it most.

Thank you for your time, and we hope to hear from you soon.

THE JENNIFER COLLINS CLASSIC COMMITTEE

INFO@JENNIFERCOLLINSCLASSIC.COM

SPONSORSHIP OPPORTUNITIES

Thank you for supporting the 2026 Jennifer Collins Classic. Donations to our events directly support the community and will be accepted as financial or in-kind.

Sponsorship opportunities include:

- Diamond sponsor
- Platinum sponsor
- Gold sponsor
- Silver sponsor
- Bronze sponsor
- Friend of the Classic
- Coffee sponsor (both)
- Hole sponsor (golf)
- Prize sponsor (golf)
- Dinner sponsor (golf)
- Cart sponsor (golf)
- Divison sponsor (hockey)



DIAMOND SPONSOR

\$2,500 & ABOVE

Diamond Sponsorship recognizes those businesses and individuals making a significant contribution to our events.

Key benefits include:

- Placement as a Diamond sponsor on the sponsor board during both tournaments
- At least two (2) features as a Diamond sponsor on the event Facebook and Instagram pages, including one (1) dedicated post showcasing your business
- Your company logo included as a Diamond sponsor on the Jennifer Collins Classic website for the duration of 2026
- Signage (provided by the Jennifer Collins Classic), displayed with your company logo, included as a Diamond sponsor at the golf tournament
- One (1) poster or banner on display at the arena during the hockey tournament (to be provided by sponsor)
- Early bird golf registration access (requires sponsorship to be confirmed on or before March 1, 2026)



PLATINUM SPONSOR

\$1,500–\$2,500

Platinum Sponsorship provides high-level recognition throughout the weekend and in the lead up to the event.

Key benefits include:

- Placement as a Platinum sponsor on the sponsor board during both tournaments
- At least two (2) features as a Platinum sponsor on the event Facebook and Instagram pages
- Your company logo included as a Platinum sponsor on the Jennifer Collins Classic website for the duration of 2026
- One (1) poster or banner on display at the arena during the hockey tournament (to be provided by sponsor)
- Signage (provided by the Jennifer Collins Classic), displayed with your company logo, included as a Platinum sponsor at the golf tournament
- Early bird golf registration access (requires sponsorship to be confirmed on or before March 1, 2026)

GOLD SPONSOR

\$1,000–\$1,499

Gold Sponsorship is an excellent option for those companies or organizations looking for a high level recognition.

Key benefits include:

- Placement as a Gold sponsor on the sponsor board during both tournaments
- At least two (2) features as a Gold sponsor on the event Facebook and Instagram pages
- Your company logo included as a Gold sponsor on the Jennifer Collins Classic website for the duration of 2026
- Signage (provided by the Jennifer Collins Classic), displayed with your company logo, included as a Gold sponsor at the golf tournament

SILVER SPONSOR

\$500–\$999

Becoming a Silver sponsor enables you, your business, or organization to be recognized as a key contributor to the Jennifer Collins Classic.

Key benefits include:

- Placement as a Silver sponsor on the sponsor board during both tournaments
- At least two (2) features as a Silver sponsor on the event Facebook and Instagram pages
- Your company logo included as a Silver sponsor on the Jennifer Collins Classic website for the duration of 2026

BRONZE SPONSOR

\$250–\$499

The Bronze Sponsorship level highlights your business or organization's commitment to community.

Key benefits include:

- Placement as a Bronze sponsor on the sponsor board during both tournaments
- At least two (2) features as a Bronze sponsor on the event Facebook and Instagram pages
- Your company logo included as a Bronze sponsor on the Jennifer Collins Classic website for the duration of 2026

FRIEND OF THE JC CLASSIC

\$50-\$249

Friend of the Classic is a great way for individuals, small businesses, or organizations to contribute to the community through a monetary or in-kind donation.

Key benefits include:

- Placement as a Friend of the Classic on the sponsor board during both tournaments
- Your business or individual name featured beside any in-kind donations (e.g. silent auction, raffle prizes)
- At least two (2) features as a Friend of the Classic on the event Facebook and Instagram pages
- Your company or name listed as a Friend of the Classic on the Jennifer Collins Classic website for the duration of 2026



HOCKEY & GOLF TOURNAMENTS

COFFEE SPONSOR

\$750

Keep fans and participants fueled throughout the hockey and golf tournaments by sponsoring a coffee station. One coffee sponsorship is available for each (hockey and golf) tournament.

Key benefits include:

- Signage (provided by the Jennifer Collins Classic), displayed with your company logo, at the coffee station at either the hockey or golf tournament
- Placement as a Silver sponsor on the sponsor board during both tournaments
- At least two (2) features as a Silver sponsor on the event Facebook and Instagram pages
- Your company logo included as a Silver sponsor on the Jennifer Collins Classic website for the duration of 2026



GOLF TOURNAMENT
PRIZE SPONSOR
\$750

MINIMUM \$500 CASH + PRIZE ITEMS FOR A TOTAL \$750+ VALUE

The golf tournament will feature various prizes including, but not limited to: closest to the hole, long drive prizes, longest putt, etc.

Key benefits include:

- Your business name and logo highlighted at the hole corresponding to your prize donation
- Placement as a Silver sponsor on the sponsor board during both tournaments
- At least two (2) features as a Silver sponsor on the event Facebook and Instagram pages
- Your company logo included as a Silver sponsor on the Jennifer Collins Classic website for the duration of 2026

GOLF TOURNAMENT
HOLE SPONSOR
\$1,250

MINIMUM \$750 CASH + \$250-\$500 PRIZE ITEMS FOR A TOTAL \$1,250 VALUE

As an exclusive hole sponsor, you will host a booth that features your business at a tee box during the golf tournament.

Key benefits include:

- Your business name and logo highlighted at your exclusive hole for the duration of the golf tournament
- Placement as a Gold sponsor on the sponsor board during both tournaments
- At least two (2) features as a Gold sponsor on the event Facebook and Instagram pages
- Your company logo included as a Gold sponsor on the Jennifer Collins Classic website for the duration of 2026

Please note: The Jennifer Collins Classic golf tournament has limited capacity for hole and prize sponsors

GOLF TOURNAMENT

LIQUOR HOLE SPONSOR

\$750 CASH + MIN 300 CANS DONATED

\$1,350 MIN CONTRIBUTION

We're offering up to three (3) **exclusive** Sponsored Beverage Holes during the May golf tournament (date TBD). As an exclusive hole sponsor, you will host a booth that features your business at a tee box during the golf tournament.

Key benefits include:

- Your business name and logo highlighted at your exclusive hole for the duration of the golf tournament
- Placement as a Gold sponsor on the sponsor board during both tournaments
- At least two (2) features as a Gold sponsor on the event Facebook and Instagram pages
- Your company logo included as a Gold sponsor on the Jennifer Collins Classic website for the duration of 2026



GOLF TOURNAMENT
DINNER SPONSOR
\$1,750

As the golf tournament Dinner Sponsor, your donation will offset the cost of dinner for all teams following the golf tournament.

Key benefits include:

- Your business name and logo highlighted at the post-tournament dinner in the Lunenburg Golf Course clubhouse
- Placement as a Platinum sponsor on the sponsor board during both tournaments
- At least two (2) features as a Platinum sponsor on the event Facebook and Instagram pages
- Your company logo included as a Platinum sponsor on the Jennifer Collins Classic website for the duration of 2026
- Early bird golf registration access (requires sponsorship to be confirmed on or before March 1, 2026)

GOLF TOURNAMENT
CART SPONSOR
\$1,750

The Cart Sponsor helps offset costs and increase total funds raised while gaining exclusive access.

Key benefits include:

- Your business name and logo highlighted on all carts (up to 50) for the duration of the golf tournament
- Placement as a Platinum sponsor on the sponsor board during both tournaments
- At least two (2) features as a Platinum sponsor on the event Facebook and Instagram pages
- Your company logo included as a Platinum sponsor on the Jennifer Collins Classic website for the duration of 2026
- Early bird golf registration access (requires sponsorship to be confirmed on or before March 1, 2026)

Please note: Dinner and Cart sponsors are each exclusive to one business or individual

HOCKEY TOURNAMENT DIVISION SPONSOR

\$2,000

As a Division Sponsor, you will see your business highlighted exclusively as the official partner for one (1) hockey tournament division. Minimum three-year commitment.

Key benefits include:

- Inclusion in all hockey tournament signage and promotion, where applicable
- At least two (2) features as a Platinum sponsor on the event Facebook and Instagram pages
- Your company logo included as a Platinum sponsor on the Jennifer Collins Classic website for the duration of 2026
- Signage (provided by The Jennifer Collins Classic), displayed with your company logo, included as a Platinum sponsor at the golf tournament
- One (1) poster or banner on display at the arena during the hockey tournament (to be provided by sponsor)
- Early bird golf registration access (requires sponsorship to be confirmed on or before March 1, 2026)

Please note: The Jennifer Collins Classic hockey tournament has capacity for three (3) division sponsors.



If you intend to donate or sponsor this event, please contact the Committee at info@jennifercollinsclassic.com, confirming your sponsorship tier, no later than March 1, 2026.

When confirming your sponsorship, please share your business or organization's logo so we can maximize your sponsorship benefits across our digital platforms leading up to the event. Preferred format is a transparent PNG—this ensures your logo is high resolution across platforms and promotional assets.

All donations must be received by March 15, 2026, to receive the full benefits of your sponsorship tier. Items or donations received after this date will be recognized as close as possible to the criteria listed for the corresponding sponsorship tier.

THANK YOU FOR SUPPORTING THE JENNIFER COLLINS CLASSIC!

