



TEAM CANADA

DEAF HOCKEY PROGRAM

2027 WINTER DEAFLYMPICS

Innsbruck & Seefeld, Tirol, Austria | January 15–24, 2027



SPONSORSHIP PACKAGE

Join us in empowering elite Deaf and Hard of Hearing athletes through high performance hockey, representing Canada on the world stage with excellence, integrity, and the pursuit of international podium success.

ABOUT THE EVENT

The Winter Deaflympics are held every four years under the patronage of the International Olympic Committee. Ice hockey has been a fixture since 1975, and the 2027 Games mark a historic return to Innsbruck, Austria, the birthplace of the Winter Deaflympics, for the first time in nearly 80 years.

There are numerous expenses to enable the team to travel and compete on behalf of Canada. These include; international travel, accommodation, registration, equipment, operations, accessibility and deaf communication, and apparel. Total costs for the 2026 training, selection camp, and Deaflympics total over \$375,000. The majority of which is sourced through generous sponsors.

<p> Location Innsbruck & Seefeld, Tirol, Austria <i>TIWAG Arena (ice hockey)</i></p>	<p> Team Canada Roster 25 athletes: 22 skaters + 3 goalies <i>9 dedicated coaching & support staff</i></p>
<p> Dates January 15–24, 2027 <i>National prep camp: Summer 2026</i></p>	<p> Governing Bodies ICSD (under IOC patronage) <i>Canadian Deaf Sports Association (CDSA)</i></p>

DEAFLYMPICS PROGRAM

Team Canada Deaf Hockey is a full-cycle national program. We have built a professional structure to develop, evaluate, and prepare the best Deaf hockey players in Canada for the world stage.

- Multi-year preparation plan running 2026 through January 2027 and beyond
- Summer 2026 national selection camp to identify and finalize the roster
- Comprehensive coaching staff: head coach, 3 assistants, skills coaches, athletic trainers, and equipment managers
- Deaf-accessible communications embedded at every stage of the program
- Operated under the Canadian Deaf Sports Association (CDSA) with full financial oversight and transparency

WHY YOUR PARTNERSHIP MATTERS

Deaf athletes in Canada train just as hard, compete just as fiercely, and dream just as big as any other national team. What they have lacked is the institutional and financial infrastructure to match. This program is changing that.

Your partnership with Team Canada Deaf Hockey doesn't just fund jerseys and flights, it signals to every Deaf athlete in Canada that their pursuit of excellence is worth investing in, that their gold medal moment is worth fighting for.

International Visibility IOC-recognized event with national teams competing from across the world	Authentic Impact Genuine alignment with inclusion, accessibility, and Deaf community values	Full Transparency A clear, transparent account of exactly how every dollar of your investment is used
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SPONSORSHIP OPPORTUNITIES

PRESENTED BY SPONSOR | **\$50,000**

Title-level naming rights - your brand is synonymous with Team Canada

- Exclusive title naming rights: “Team Canada Deaf Hockey - Presented by [Your Brand]” across all materials
- Largest logo placement on team warm-up and practice jerseys (front/centre)
- Brand name and logo on all team banners, backdrop boards, and locker room signage at TIWAG Arena
- Top billing on all press releases, media kits, and official communications
- Exclusive co-branded content series across team social media platforms
- Logo featured prominently on team website homepage
- Speaking opportunity or video message at team send-off event
- Dedicated athlete ambassador connection direct relationship with a player or staff member
- Full-page featured advertisement in team program
- Certificate of title sponsorship, signed team jersey, and signed team photo
- Comprehensive post-event impact report with media coverage, stats, and photos

PRACTICE SPONSOR | **\$25,000**

Invest in the preparation - be part of the journey from day one

- Logo on practice jerseys worn throughout the 2026–2027 preparation program
- Branding at all official team practices throughout 2026
- Logo on team website and all practice-related content
- Named recognition in press releases and team communications
- Social media feature highlighting your support of athlete development
- Certificate of sponsorship and signed team photo
- Post-event impact report

WARM-UP SPONSOR | **\$15,000**

Your brand in the spotlight before every puck drops

- Logo on official team warm-up jackets or gear worn at competition
- Brand visibility during warm-ups at TIWAG Arena, Innsbruck
- Logo on team website sponsor page and social media recognition
- Named recognition at team events and in official communications
- Social media feature post dedicated to your partnership
- Certificate of sponsorship and signed team photo
- Post-event impact report



TEAM PHOTO SPONSOR | \$10,000

Your brand immortalized in the official Team Canada photo

- Logo featured on the official Team Canada Deaf Hockey team photo banner/backdrop
- Co-branded team photo distributed to all athletes, staff, and media
- Logo on team website and in all materials featuring the official team photo
- Named recognition in team communications and press materials
- Social media post with the official team photo tagging your brand
- Certificate of sponsorship, signed team photo, and team photo print
- Post-event summary



RALLY & TEAM TOWEL SPONSOR | \$7,500

Rally Canada - your brand in the hands of every player

- Logo on official team towels distributed to all athletes
- Logo on rally towels for fans
- Logo on team website sponsor page
- Named recognition in social media and team communications
- Social media thank-you post with team towel photo
- Certificate of sponsorship and signed team photo
- Post-event summary



GOLD COMMUNITY SPONSOR | \$5,000

Community-level support with meaningful recognition

- Logo featured on team website and social media sponsor page
- Certificate of sponsorship
- Post-event summary



SILVER COMMUNITY SPONSOR | \$2,500

Community-level support with meaningful recognition

- Logo featured on team website and social media sponsor page
- Certificate of sponsorship
- Post-event summary



BRONZE COMMUNITY SPONSOR | \$1,000

Community-level support with meaningful recognition

- Logo featured on team website and social media sponsor page
- Certificate of sponsorship
- Post-event summary

COMMUNITY PARTNER | \$500

Show your community your commitment to Deaf sport in Canada

- Named recognition on team website
- Social media thank-you acknowledgement
- Certificate of community partnership

CUSTOM PARTNERSHIPS

We welcome conversations about in-kind contributions, product sponsorships, media partnerships, and event-specific opportunities. If your organization has something unique to offer, we'd love to explore how we can work together.

Examples of in-kind opportunities that could be formalized as sponsorships:

- Equipment, apparel, or gear suppliers
- Travel, accommodation, or logistics support
- Medical or sports science services
- Media production, photography, or videography
- Financial services, insurance, or legal support

CONTACT US

Ready to partner with Team Canada?

Shawn Mayzes & Tyler Plett

Team Canada Deaf Hockey Program

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Note that the Canadian Deaf Sports Association is a registered Canadian amateur athletic association with Revenue Canada

Registration Number / RN: 127556306

Charity Number: 127556306RR0001

Go Canada Go!

Thank you for your support in our Olympic journey!