



FIELD HOCKEY CANADA

SPONSORSHIP DECK

Join our Journey - Share our Success



CANADA

OUR STORY



From grass roots to high performance, Field Hockey Canada is working to develop and strengthen field hockey across the country, and to position our National Teams for consistent podium contention.

Approximately 18,000 field hockey players across the country – 9,000 of which are a part of high school field hockey programs – dedicate themselves to the sport at all levels from community hockey to high performance.

Canadian National Teams compete in the Pan American Games, World Cup and Olympic Games, bringing national pride on the international stage, alongside inspired community building across Canada.

Their dedication and pursuit of excellence, along with the tireless work from coaches, officials, and all volunteers, makes for a Canadian field hockey community as strong as it has ever been.

WHO WE ARE



We are a team.

A team of diverse peoples reaching from coast to coast to coast across Canada.

We reach communities, clubs, provinces, schools and universities across Canada.

We serve umpires, officials, athletes, volunteers, coaches, managers and supporters of all ages and all walks of life.

We are an inclusive, welcoming, fun and united team.

Athletes



Coaches

Officials



Umpires

Supporters

Volunteers

OUR PEOPLE



From our member provinces, to our participants from coast to coast, FHC's team is large and growing. Field Hockey is played in schools and universities across Canada as well as in clubs and provinces.

Female athletes make up almost 70% of our playing population and our Women's National Team played in the 2022 World Cup

Our team comprises athletes of all ages, Umpires and Officials, Coaches and Managers, Volunteers and Community leaders. FHC is a real team of teams.

Clubs

100+

Provincial organizations

7

Players

18000~

OUR TEAMS



FHC proudly leads the Men's National Team (MNT) and Women's National Team (WNT). These flagship teams are supported by a pipeline of talent in the Junior and Youth National Teams

**Canada Men's National Team (MNT) and Women's National Team (WNT):
Our WNT & MNT are on the pathway to the 2026 World Cup and 2028
Olympic Games**

**Junior National Teams:
Canada's Junior Women's National Team (JWNT) and Junior Men's National Team (JMNT)
compete for Canada at the
Junior Pan Am Cup & Junior World Cup**

OUR JOURNEY

Field Hockey Canada's National Teams - our WNT and MNT - are on a road to the World Top 10.

Field Hockey Canada (FHC) invites partners to join a powerful movement — one that unites high-performance sport, community impact, and national pride. Our Women's and Men's National Teams (WNT & MNT) represent Canada on the world stage, competing with heart, resilience, and a deep commitment to excellence.

But behind every international performance is a national system that requires strong, values-aligned partners. Each national team must raise over \$1,000,000 per year to sustain world-class programming — including coaching, travel, training, sport science, equipment, and safeguarding support.

By partnering with Field Hockey Canada, sponsors directly fuel the success of our athletes while supporting community programs that bring field hockey to thousands of youth across the country.

Together, we can build a stronger sport system for Canadians — from grassroots to the podium

FUNDING OUR TEAMS

Field hockey in Canada operates within a funding model that relies heavily on community support, sponsorship, and philanthropy.

To sustain world-class national programs, we need to raise more than \$1,000,000 annually for our MNT and \$1,000,000 annually for our WNT to cover the costs of:

- **Full-time coaching and staffing**
- **Daily training and fitness support, including data analysis**
- **International travel and competition**
- **Sport science & medical services**
- **Accommodation, meals, and logistics**
- **Equipment, technology, and analytics**
- **Safe Sport compliance and wellness programs**

With stable, long-term sponsorship, the performance potential is enormous — and the community impact even greater.

OUR EVENTS



Youth National Championships



Every year Field Hockey Canada organise the Canadian National Championships. In these championships the best youth teams from across the country battle it out to determine the National Champion.

USports National Championships



In collaboration with USports, Field Hockey Canada organise the USports Championships. A tournament where university teams from across the country play each other to find the best Canadian University team.

Masters National Championships



Field Hockey Canada also organise the Masters National Championships every year. At this tournament the best Masters teams from Canada compete for the title of National Champion.

INTERNATIONAL HOSTING



Field Hockey Canada often hosts national and international events that gain the attention of a wide audience with international tournament reaching Canada and beyond with exposure in a worldwide hockey community. Recently FHC hosted the following tournaments:



Junior Pan American Cup



Indoor Pan American Cup



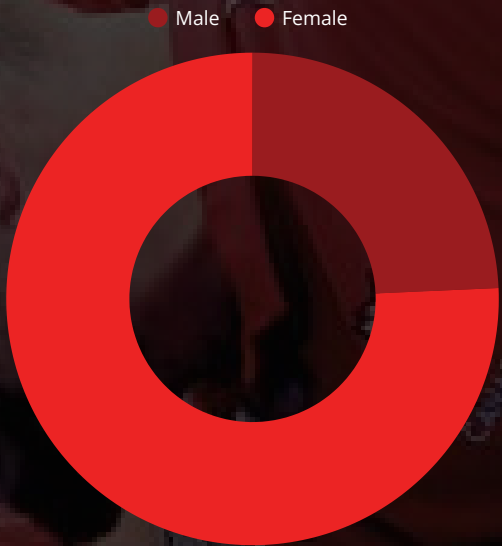
OUR REACH



The Field Hockey Canada community consists of not just the players, but everyone involved in the sport. This includes trainers, coaches, match officials, clubs and also friends and family of players.

Your sponsorship with Field Hockey Canada will therefore not only reach the players, but everyone involved in this beautiful sport.

Gender



Age

Participants are aged between 4-80
Largest age group 10-17 years old

Social Media Reach



Instagram

14k+ followers
200k+ Impressions monthly



X(Twitter)

11k+ followers
100k+ Impressions monthly



Facebook

13k+ followers
20k+ Post reaches monthly



Youtube

3k+ subscribers
7k+ Views monthly



E-news

General mailing list
database: 7K subscribers



Website

350k+ page views in 2024
2k+ Weekly users

OUR PARTNERS



By partnering with Field Hockey Canada and the incredible community behind it, together, we can help write each other's stories and support history in the making. We offer the opportunity to create a measurable impact on your business and community

Apparel partner



Club partner



Operational partners



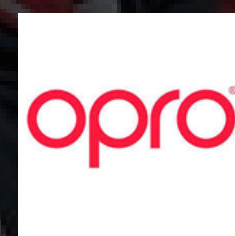
Sport partners



Business partner



Community partners



SPONSORSHIP OPTIONS



Partnership with FHC provides visibility through:

- National team jerseys and apparel
- Broadcast and livestream coverage
- Domestic and international tournaments
- Social media campaigns
- National and grassroots events

Your brand aligns with excellence, teamwork, and determination — values shared by millions of Canadians.

SPONSORSHIP OPTIONS



There are lots of ways to join our team. Below are three options for FHC sponsorships, information on corresponding rights and benefits can be found on the next three pages.

Community reach through title sponsorship of our Stick Together program

The Opportunity:

Naming Rights to the presentation of the national Stick Together program.

The Commitment:

\$2500 per regional program or \$20,000 per year as the title presenter of Stick Together.

Canadian based reach through title sponsorship of our National Championships

The Opportunity:

Naming Rights to the presentation of the national championships for under 16 youth, under 18 youth, USports and Masters.

The Commitment:

\$5,000 per event, or \$20,000 per year as the title presenter FHC National Championships. Supporter status.

Sponsor your National Teams

The Opportunity:

Title of support sponsor to one or more of FHC's National Teams.

The Commitment:

\$5,000 - \$25,000 per team or \$100,000 per year as the title sponsor of all FHC National Teams, including Senior National WNT and MNT; Indoor WNT and MNT; Junior National Teams, Senior Development Squads, Youth National Teams and Masters.

STICK TOGETHER



Field Hockey Canada's Stick Together program is a program designed to remove barriers and increase participation rates for underserved groups across Canada. These include, Indigenous peoples, Black, 2SLGBTQQIA+, Low income, Newcomers, Racialized and Persons with a Disability.

FHC's work in this area enables field hockey communities across Canada to Stick Together to serve and unite underserved groups.

Field Hockey Canada leads the governance and delivery of Stick Together. In addition to development of the legacy tool and leading direct delivery in targeted communities across Canada.

Field Hockey Canada's Stick Together program has a new website here: <https://fhcsticktogether.ca>
Becoming a national sponsor of Stick Together will associate your brand with inclusive, accessible projects across Canada.

We



Stick Together

STICK TOGETHER SPONSORSHIP



**What you'll receive
for Community
reach through title
sponsorship of our
Stick Together
program**

Access to FHC's community

Monthly Social Media activations, inclusion in monthly newsletter, exposure on FHC's website

**Inclusion in Stick Together marketing and all branding in all projects
across Canada**

Photo shoot opportunities and connection to community projects

NATIONAL CHAMPIONSHIPS TITLE SPONSOR

**What you'll receive
for Canadian based
reach through title
sponsorship of our
National
Championships**

Logo Rights	• Sponsor's brand integration into the official event logo
Branding Rights	• Branding on all outdoor and print media • Branding on ribbon of medals • Prominent branding on field perimeter boards • Prominent branding placement on media backdrop • Branding and mention in all online campaigns
Marketing Rights	• Mentions in publicity campaign pre, during and post the event • Promotional space and web link on the FHC official web site • FHC will promote sponsor in campaigns through its social media channels in line with its communication strategy
Activation Rights	• Rights to an exclusive activation area at the venue across all days of play
Hospitality Rights	• 10 x tickets to the SAHA VIP area per day of play • 40 x general complimentary tickets
Broadcasting Rights	• 2 x squeeze backs per live match broadcast

NATIONAL TEAM SPONSOR



What you'll receive for Sponsor your National Teams

Logo Rights	• Sponsor's brand integration into team uniforms and on team pages
Branding Rights	• Branding on all outdoor and print media • Branding on all teams' kit • Branding and mention in all online campaigns
Marketing Rights	• Mentions in publicity campaign pre, during and post the event • Promotional space and web link on the FHC official web site • FHC will promote sponsor in campaigns through its social media channels in line with its communication strategy • Athlete appearances and speaking opportunities
National and International brand exposure	

NATIONAL TEAM SPONSOR



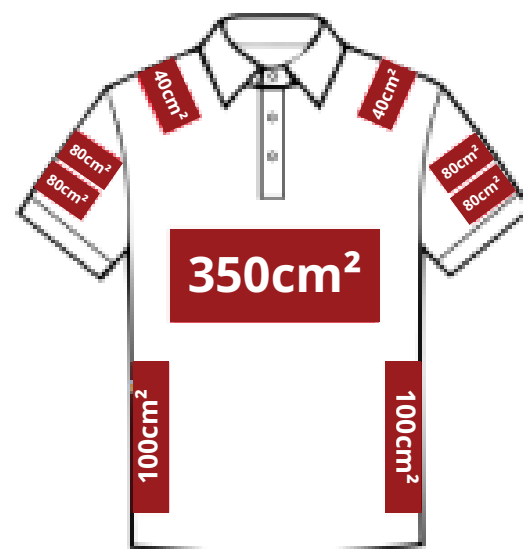
National Team Uniform Sponsor Guide

Price list:

$40\text{cm}^2 = \$5,000$
 $80\text{cm}^2 = \$10,000$
 $100\text{cm}^2 = \$12,000$
 $200\text{cm}^2 = \$25,000$
 $350\text{cm}^2 = \$30,000$

SHIRT

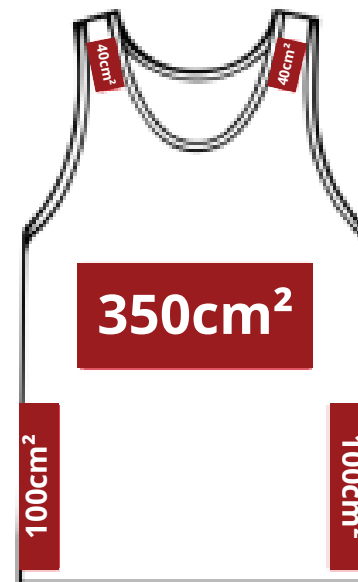
FRONT



BACK

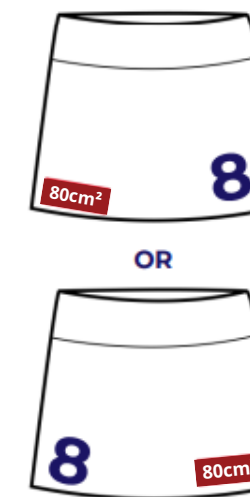


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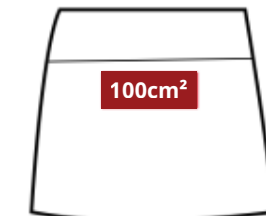


SKIRT

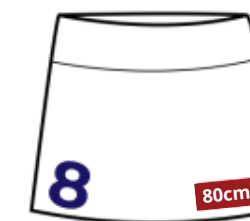
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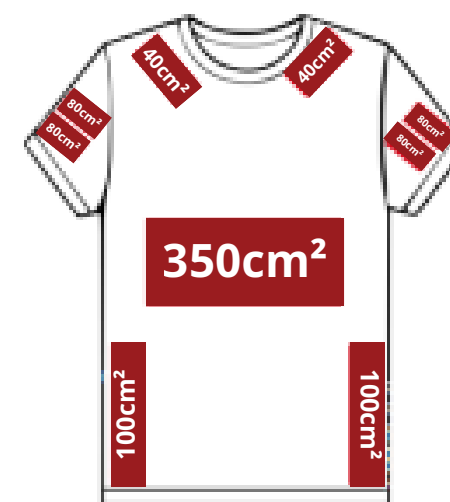
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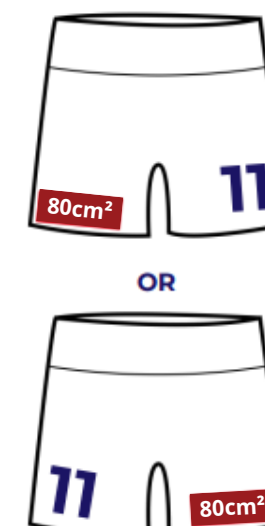


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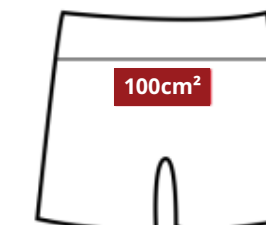


SHORT

FRONT



BACK



OR



Join our Journey - Share our Success

CONTACT

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