



ULTIMATE
AIR HOCKEY
SHOWDOWN 🏒

**SPONSORSHIP
OPPORTUNITIES**

MAY 26, 2026 | THE EL MOCAMBO, TORONTO | 6:00 PM

WARCHILD.CA/AIRHOCKEY



ULTIMATE AIR HOCKEY SHOWDOWN

MAY 26, 2026 | THE EL MOCAMBO, TORONTO | 6:00 PM

Get in on the action. Join this high-energy fundraising event where competition meets purpose. This unique tournament brings together players, celebrities, and community champions to play, fundraise, and make a real difference in the lives of children affected by war.



Face off in teams of 4 for three epic rounds of Air Hockey while competing to become the Air Hockey Champion



Fundraise to unlock incredible perks and prizes, from exclusive power-ups to VIP experiences and brag-worthy rewards.



Join forces with celebrity teammates and turn your matchup into a must-watch showdown.

Every game played and every dollar raised supports War Child's work to provide safety, education, and hope to children living in conflict zones around the world.

MEDIA & REACH

AMPLIFYING IMPACT BEYOND THE GAME

PATTISON

From the bustling PATH network to office towers in the downtown core, Pattison's platforms place brands directly in the daily lives of millions of commuters and professionals. As a top level sponsor your brand will be prominently displayed in advertisements across Pattison's network for a minimum period of 28 days, with an estimated audience reach and values* of 102.5+ million impressions and \$519,896.

**43.4 MILLION +
IMPRESSIONS**

across TTC Digital boards
and posters
(\$265,296 value)

**39.3 MILLION +
IMPRESSIONS**

across Pattison's digital
boards
(\$168,300 value)

**13.2 MILLION +
IMPRESSIONS**

across the PATH digital
network
(\$39,900 value)

**6.6 MILLION +
IMPRESSIONS**

across the GTA Downtown
office networks
(\$46,400 value)

*Dependant on sponsorship level.



Social Media Promotion through celebrity mentions, participant fundraising pages, team sharing, and War Child social channels amplify reach of 79,000+ across Instagram, LinkedIn, and Facebook.



Event listings, local media features, and partner amplification increasing visibility before, during, and after event.



Live Event Exposure with on-site branding, signage, and content capture shared in real time and post-event.



Celebrity teammates and special guests extend reach to new and engaged audiences.

REASONS TO GET IN THE GAME

Demonstrate your commitment to corporate social responsibility by aligning your brand with a high profile cause. Your participation shows employees, customers, and stakeholders that your organization is taking meaningful local action on global issues to deliver real, measurable impact.



Engage your brand and employees in this one-of-a-kind high energy event with built-in team building, social impact, celebrity engagement, and creative activation opportunities.



Amplify your reach and impact through media exposure, social sharing, and on-site branding that extends well beyond the night.



Position your brand in front of high-earning, socially conscious Torontonians and celebrities, with unique storytelling & PR opportunities tied to global impact.



Unlock networking opportunities with purpose-driven sponsors, celebrity players, and business professionals while turning brand visibility into real-world impact for children living with war.





PRESENTING SPONSOR

\$20,000 - ONE AVAILABLE

Two teams, VIP seating area for 10 guests with bottle service and option to have your seating area hosted by a celebrity, War Child Board or Executive Member.

Logo recognition on:

- Digital advertisements running across Pattison network [Value of \$519,896, 102.5M+ impressions]
- All public relations messaging
- War Child social media channels and social media ads
- Ultimate Air Hockey Showdown website
- Full-page advertisement in digital event program
- Event signage and multimedia event presentation
- On-stage verbal recognition by War Child Founder and President Dr. Samantha Nutt
- War Child's 2026 Annual Report
- Opportunity to pre-record a short video message, or introduce a speaker or talent or give out a fundraising award during the event

POWER UP SPONSOR

\$10,000 MATCH - TWO AVAILABLE

One team, VIP seating area for 4 with bottle service

Logo placement on:

- Digital advertisements running across Pattison network [Value of \$519,896, 102.5M+ impressions]
- All public relations messaging
- 'Power UP' sponsorship featured in a special Social Media Ad geotargeted to the GTA
- War Child social media channels and social media ads
- Ultimate Air Hockey Showdown website
- Half page advertisement in digital event program
- Event signage and multimedia event presentation
- On-stage verbal recognition
- War Child's 2026 Annual Report
- Opportunity to present a fundraising award during the program





GAME DAY SPONSORS

\$10,000

JERSEY SPONSOR - ONE AVAILABLE

FOOD & BEVERAGE SPONSOR - ONE AVAILABLE

One team, VIP seating area for 4 with bottle service

Logo placement on:

- Digital advertisements running across Pattison network [Value of \$519,896, 102.5M+ impressions]
- All public relations messaging
- War Child social media channels and social media ads
- Ultimate Air Hockey Showdown website
- Half page advertisement in Event Program
- Area specific event signage and multimedia event presentation
- On-stage verbal recognition
- War Child's 2026 Annual Report



GAME PLAY SPONSORS

\$5,000

PRE GAME SPONSOR - ONE AVAILABLE

GAME PERIOD SPONSOR - ONE AVAILABLE

Logo placement on:

- Digital advertisements running across Pattison network [Value of \$519,896, 102.5M+ impressions]
- All public relations messaging
- War Child social media channels and social media ads
- Ultimate Air Hockey Showdown website
- Quarter page advertisement in digital event program
- Area specific event signage and multimedia event presentation



SHOWDOWN SPONSOR

\$2,500 - ONE AVAILABLE

Name recognition on:

- Ultimate Air Hockey Showdown website
- Digital event program
- Multimedia event presentation
- On screen during the Ultimate Showdown game



AIR HOCKEY TABLE SPONSOR

\$2,500 - FOUR AVAILABLE

Name recognition on:

- Ultimate Air Hockey Showdown website
- Digital event program
- Multimedia event presentation
- On one Air Hockey table





Join us to face-off for children in conflict zones.

LET US HELP YOU ACTIVATE A CUSTOM BRAND EXPERIENCE ALIGNED WITH YOUR GOALS.

Every game you play and every dollar you raise will help support War Child's mission to protect, educate, and empower children affected by conflict.

Let's talk! We are excited to learn more about your business objectives and how we can best work together to fulfill them.



Barbara Harmer

VP, Strategic Partnerships

barbara@warchild.ca



War Child is an acclaimed humanitarian organization that has, for 25 years, supported the most vulnerable people living in the most complex humanitarian environments around the world, including **Afghanistan, Sudan, South Sudan, Yemen, Uganda**, and the **Democratic Republic of the Congo**.



We are globally recognized for our grassroots, community-driven model of humanitarian action that is rooted in collaboration, is **99% locally led**, and focused on **long-term impact**.



Our programs provide access to education, legal services, and economic opportunities to at-risk children, women, and families – many of whom have been displaced by war – empowering them to build brighter futures for themselves and their communities.



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