



CIVIL CONTRACTORS | *Breaking new ground.*

4TH ANNUAL DIRT CUP



BENEFITING

Kidsport, Nanaimo Child Development Centre, Nanaimo & District Hospital Foundation
& Nanaimo Ladysmith Schools Foundation

SPONSORSHIP OPPORTUNITIES

MARCH 28, 2026 | FRANK CRANE ARENA | NANAIMO

 **DOORS: 6:00 PM | PUCK DROP: 7:00 PM**

HELP US
RAISE \$150K!

4TH ANNUAL DIRT CUP

PRESENTED BY  **ICONIX**
waterworks

When:
March 28, 2026

Where:
Frank Crane Arena
Nanaimo, BC

Doors Open:
6:00 pm

Puck Drop:
7:00 pm

The Dirt Cup was constructed in 2023 by **IWC Excavation** and **Knappett Industries** with the goal of giving back to our local community while scoring goals. This now-annual charity hockey game sees **Team IWCE** and **Team Knappett** facing off in a friendly event that's fun for the entire family while supporting four Nanaimo area charities.

In 2026, funds raised through the Dirt Cup will benefit four organizations doing incredible work for families in our community: **KidSport Nanaimo**, **Nanaimo Child Development Centre**, **Nanaimo & District Hospital Foundation** and **Nanaimo-Ladysmith Schools Foundation**.

We invite you to join us on March 28, 2026 at Frank Crane Arena for an opportunity to support these

charities while taking in some hockey, burgers, raffles, a 50/50 draw, and much more.

In just three years, we've raised **\$230,000** for youth-focused charities in our community. **This year, we aim to raise \$150,000** to continue supporting four incredible organizations that provide essential services and opportunities for children and young people in need.

By partnering with us as a sponsor, your brand will play a vital role in empowering these organizations, creating lasting change, and positively impacting the lives of local youth. Your support will be directly tied to a cause that is transforming futures, helping children access education, mentorship, healthcare, and more.

Join us as a sponsor and help us make this year's fundraising effort our most successful yet, while gaining meaningful exposure to a committed and compassionate audience. Together, we can create brighter futures for our community's youth. We're delighted to welcome our event partner, **Vancouver Island University Mariners Hockey**, who will be providing support including refereeing, score keeping and much more.

Together, let's continue to make a positive difference in the lives of children and families in our community.

BENEFITING FOUR LOCAL CHARITIES:



EVENT PARTNERS:



4TH ANNUAL DIRT CUP

MARCH 28, 2026 | FRANK CRANE ARENA

PRESENTING SPONSOR
\$10,000

KIDS ZONE SPONSOR
\$10,000

INTERMISSION SPONSOR
\$7,500























PRE-GAME SPONSOR
\$7,500

CHEER SQUAD SPONSOR
\$2,500

TEAM JERSEY SPONSOR
\$2,500

MASCOT SPONSOR
\$1,500

FANS OF DIRT CUP
\$500

	PRESENTING SPONSOR \$10,000	KIDS ZONE SPONSOR \$10,000	INTERMISSION SPONSOR \$7,500	PRE-GAME SPONSOR \$7,500	CHEER SQUAD SPONSOR \$2,500	TEAM JERSEY SPONSOR \$2,500	MASCOT SPONSOR \$1,500	FANS OF DIRT CUP \$500
Social Media Posts	5+	5+	3+	3+	2+	2+	1+	1+
Signage at front door							BUSINESS NAME	
Signage in arena					TEAM IWCE OR TEAM KNAPPETT		BUSINESS NAME	BUSINESS NAME
Signage in dedicated area		KIDS ZONE			BEVERAGE GARDEN			
Access to VIP Suite	FOR 30							
Business name on jersey								
Private patio signage								
Announcements during game	3	3	2	2				
Opportunity to hand out swag & marketing materials								
Intermission giveaway opportunity								
Pregame giveaway opportunity								
Opportunity to customize option								
Tickets to attend	30	10	5	5	5	5	5	
SPONSORSHIPS AVAILABLE	ONE	ONE	ONE	ONE	TWO <small>IWCE OR KNAPPETT</small>	TWO	UNLTD	UNLTD

ASK ABOUT COMMUNITY UPSIZING YOUR SPONSORSHIP BY PROVIDING EVENT TICKETS FOR FAMILIES IN NEED IN OUR LOCAL AREA

UPSIZING YOUR SPONSORSHIP!



KIDSPORT NANAIMO

We provide grants to help cover the costs of registration fees so that all kids aged 18 and under in Nanaimo can play a season of sport.

KidSport Nanaimo is a vital resource for many low-income families in Nanaimo - 25.5% of Nanaimo's population fall in the low income category. 1 in 10 rely on the Food Bank for food each month, and most families who request support are single parent families.

Our chapter accepts applications and administers grants of up to \$400 per kid/year, for kids who live in Nanaimo, or in one of the other communities we serve.

If you live outside of Nanaimo please contact the Provincial Office to find your nearest chapter, or to get support through the Provincial Fund.



NANAIMO CHILD DEVELOPMENT CENTRE

Since 1967, the **Nanaimo Child Development Centre (NCDC)** has been a corner stone of providing services for children, youth and families in Nanaimo. Currently, we provide services to over 1,900 families annually.

The NCDC provides a broad range of health and health-related services to children with developmental needs and works with families to support healthy child development. Our services and programs include Occupational Therapy, Physiotherapy, Speech Language Therapy, Infant Development Program, Supported Child Development Program, Child & Youth Development Program, Family Development Program, Family Resource Navigator, and a community drop-in playgroup.

We support the growth of children and youth, strengthen families and build community, with a vision of an inclusive community where everyone thrives. Together, we can build a stronger, more inclusive Nanaimo—one child, one family, and one community at a time.



NANAIMO & DISTRICT HOSPITAL FOUNDATION

Healthcare is a top concern and priority for Canadians, especially those in the mid, central, and north Vancouver Island communities.

Founded in 1977, the **Nanaimo & District Hospital Foundation** raises money for Island Health initiatives and facilitates important conversations that support innovative healthcare for our communities.

With a dynamic Board and highly engaged team, the Foundation supports Nanaimo Regional General Hospital, Oceanside Health Centre, Dufferin Place, Trillium, and Eagle Park, while operating two businesses, Lifeline Nanaimo and Code Brew Café, whose revenues support our fundraising costs.



NANAIMO- LADYSMITH SCHOOLS FOUNDATION

The Nanaimo Ladysmith Schools Foundation (NLSF) is a registered charity partnering with Nanaimo-Ladysmith Public Schools to support vulnerable students and enhance learning.

Its mission is to empower students to create a better future through programs like Food4Schools, providing 2,100 daily meals; the Student Support Fund, covering essentials like clothing, school fees, and supplies; Enhanced Learning Initiatives, funding classroom and community projects; and Scholarships & Bursaries for post-secondary education.

NLSF serves students across SD68—Nanaimo, Ladysmith, Lantzville, Gabriola, and Cedar.



4TH ANNUAL DIRT CUP



**FOR SPONSORSHIP INQUIRIES,
PLEASE CONTACT:**
info@dirtycup.ca

WWW.DIRTCUP.CA

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