

FOUNDERS CUP
Sponsorship Opportunities
Canadian National Junior B - Box Lacrosse Championship



August 16th – 22nd, 2026
TD Station, Saint John NB





FOUNDERS CUP SPONSORSHIP OPPORTUNITIES



Community Partners,

The National Junior B Lacrosse Championships are coming to Saint John August 16th to 22nd, 2026!

The Founders Cup is the Canadian national Junior B Tier 1 box Lacrosse championships. It has a rich history dating back to its inception in 1972. The tournament is named after the founders of the Canadian Lacrosse Association and is held annually, bringing together the best Junior B teams from across the country to compete for the prestigious title.

Known as Tewaaron and Bagataway by Indigenous communities, the Rapids lacrosse teams (male and female) are based out of Saint John, New Brunswick, situated on the unceded and unsundered territories of the Wolastoqiyik, Mi'kmaw and Peskotomuhkati peoples.

The event will be hosted at TD Station, home of the 2011 & 2022 Memorial Cup Champions, the Saint John Sea Dogs!

In choosing to partner with the Saint John Rapids, you are supporting your local community while attaining great national exposure for your organization. The 2025 Founders Cup tournament games amassed well over 100,000 streaming views and millions of engagements on Instagram!

There is a lot of hard work ahead for the Saint John Rapids Lacrosse Club and there are many expenses associated with hosting a national championship. We are planning many fundraisers throughout the season but are also in search of corporate partnerships to help the tournament reach its fundraising goals.

Please consider sponsoring the Saint John Rapids Lacrosse Club and helping us host a successful and memorable event!

Thank you in advance for your consideration!

Sincerely,

Brad Bissett (Corporate Sponsorship – Saint John Rapids LC)

Cell: 902-626-9775 or brad.bissett@icloud.com www.rapidslax.ca





FOUNDERS CUP SPONSORSHIP OPPORTUNITIES



HISTORY OF THE SAINT JOHN RAPIDS LACROSSE CLUB

The Saint John Rapids Lacrosse Club has a rich history of promoting and developing the sport of lacrosse in New Brunswick. Founded in 2022, the club initially provided a development opportunity players to prepare for the 2022 Canada Summer Games in Niagara. Since then, they have grown to become perennial finalists in the East Coast Junior Lacrosse League (ECJLL). Over the years, the Saint John Rapids have become a showcase of young talent and a steppingstone for players aspiring to reach higher levels of competition including Junior A/B Leagues in Ontario and BC as well as the NCAA.

The club is a proud member of the East Coast Junior Lacrosse League (ECJLL) which was formed in 2004 and is dedicated to fostering the growth of junior lacrosse in the Maritimes. The ECJLL offers a competitive platform for young athletes to hone their skills and showcase their talents, contributing to the overall development of the sport in Atlantic Canada.





FOUNDERS CUP SPONSORSHIP OPPORTUNITIES

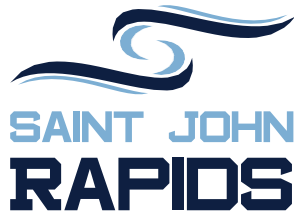


TITLE SPONSORSHIP **\$10,000 MINIMUM**

SPONSOR RECEIVES:

- Embedded advertisement in live stream
- Opportunity for promotional video during live stream
- Social media features across the Saint John Rapids and 2026 Founders Cup platforms.
- In-game announced acknowledgment of your sponsorship
- Brand logo on Founders Cup promotional materials including posters, programs and social media
- Prominent logo placement on arena banners and media backdrops
- Opportunity to co-present the championship trophy after the gold-medal game
- Full-page ad in the official tournament program
- Opportunity to add to Player Swag Kits
- Featured booth space at the venue to promote products/services
- 12 VIP tournament passes to all games
- Brand exposure at Saint John Rapids home games for the 2026 regular season





FOUNDERS CUP SPONSORSHIP OPPORTUNITIES



GOLD SPONSORSHIP

\$5,000 - \$9999

SPONSOR RECEIVES:

- Opportunity for promotional video during live stream
- Social media features across the Saint John Rapids and 2026 Founders Cup platforms.
- In-game announced acknowledgment of your sponsorship
- Brand logo on Founders Cup promotional materials including posters, programs and social media
- Prominent logo placement on arena banners and media backdrops
- Opportunity to co-present the championship trophy after the Bronze-medal game
- Half-page ad in the official tournament program
- Opportunity to add to Player Swag Kits
- Featured booth space at the venue to promote products/services
- 8 VIP tournament passes to all games
- Brand exposure at all Saint John Rapids home games for the 2026 season





FOUNDERS CUP SPONSORSHIP OPPORTUNITIES



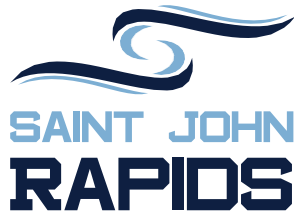
SILVER SPONSORSHIP

\$2,500 - \$4999

SPONSOR RECEIVES:

- Social media features across the Saint John Rapids and 2026 Founders Cup platforms.
- Brand logo on Founders Cup promotional materials including posters, programs and social media
- In-game announced acknowledgment of your sponsorship
- Logo placement on arena banners and media backdrops
- Opportunity to co-present the championship trophy after the Bronze-medal game
- Half-page ad in the official tournament program
- Opportunity to add to Player Swag Kits
- Featured booth space at the venue to promote products/services
- 4 VIP tournament passes to all games
- Brand exposure at all Saint John Rapids home games for the 2026 season





FOUNDERS CUP SPONSORSHIP OPPORTUNITIES



BRONZE SPONSORSHIP

\$1000 - \$2499

SPONSOR RECEIVES:

- Quarter-page ad in the official tournament program
- Opportunity to add to Player Swag Kits
- Featured booth space at the venue to promote products/services
- 2 VIP tournament passes to all games
- Brand exposure at all Saint John Rapids home games for the 2026 season

FRIENDS OF THE SAINT JOHN RAPIDS

Donations of all amounts are greatly appreciated and may be provided through Sport NB. Charitable donation tax receipts are provided after a minimum donation is made.

<https://wl.donorperfect.net/weblink/WebLink.aspx?name=E340574QE&id=1>

Please select **Founders Cup 2026 Fund** in the “Campaign/Campagne” field.

Campaign/Campagne

Founders Cup 2026 Fund ▼

Please contact Brad for further details.



FOUNDERS CUP SPONSORSHIP OPPORTUNITIES



GAME MVP SPONSORSHIP - \$2500

(Tournament is expected to have approximately 25 games - 50 Game MVPs)

SPONSOR RECEIVES:

- Social media features across the Saint John Rapids website and social media forms.
- In-game announced acknowledgment
- Brand logo on all Founders Cup merchandise including posters, programs and social media
- Logo placement on game programs

• Logo placement on game programs

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The Founders Cup organizing committee is also happy to receive "in kind" donations such as Food, Beverages, transportation, equipment, services. Recognition to match donation level.

