

## 2019 IIHF Marketing Guidelines - Annex I

2019 IIHF World Junior Championship and 2019 IIHF Ice Hockey Women`s World Championship  
Sponsors and Partners



### ANNEX I

2019 IIHF Sponsors and Partners WJC & WW as of July 26, 2018

#### IIHF Sponsors

Nike  
Tissot

#### Exclusivity for

Sporting Goods, Apparel, Footwear  
Watches and Timepieces

#### Members of the IIHF Supplier Pool

Bauer  
CCM  
Composites Busch  
Easton Sports  
Fischer  
Frontier Hockey  
Graf  
Gufex  
Koho  
Oakley  
Reebok  
Sher-wood  
STX  
Tackla  
True Temper  
Warrior Hockey

#### Exclusivity for

Ice Hockey Equipment

Subject to change in accordance with IIHF Supplier Pool/Sponsor contracts

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### IIHF Commercial Partner Sponsors

### Exclusivity for WJC & WW

Air Canada	Airline
Bauer Hockey	Skates & Hockey Equipment
BDO	Accounting & Audit Services
Boston Pizza	Home Delivery Pizza Restaurant, Casual Dining and Sports Bar
Canadian Tire	National Sporting Goods Retailer
Esso	Gas, Lubricants, Car Wash
General Mills	Cereals, Yogurt, Baking mixes, Main & Sides, Novelty (e.g. granola bars)
General Motors	Vehicles (new & used)
Hockey Experts	National Sporting Goods Retailer
Mark's	Industrial/Casual Wear Retailer
Molson	Brewery (beer, malt-based beverages & cider)
Nike Canada	Sporting Goods, Apparel, Footwear
Pepsi/Frito Lay/Gatorade	Non-alcoholic Beverages, Salty snacks, Isotonic Beverages & Sport Nutrition
Pro Hockey Life	National Sporting Goods Retailer
Sport Chek	National Sporting Goods Retailer
Sports Expert	National Sporting Goods Retailer
TELUS	Telecommunications
Timber Mart	Home Improvement
Tim Hortons	Coffee, Baked Goods, Breakfast
TSN/RDS	Broadcasting, TV, Webstreaming & Radio

Multiple categories in negotiation for 2018/19 season, including WJC and WW. Will advise as additional partners are confirmed.

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### WJC ONLY

AMJ Campbell	Moving & Warehousing Services
AVIS	Rental Cars
BC Lotteries	Lottery
BC Tree Fruits	Fresh fruit/Fruit growers
Big Steel Box	Storage Facilities
Duracell	Batteries & Drug Store
EB Games	Game Retailer
HeliJet	Local Air Travel
Indochino	Custom Clothier
Konica Minolta	Office Equipment and Services
Lyft	Rideshare Services
Mr. Lube	Vehicle Servicing
New Holland	Agricultural & Construction Machinery
OK Tire	Tire Retailer
SC Showtime	Event Services
Skip the Dishes	App-based Food Delivery
University of Victoria	Post-Secondary Education
Victoria Times Colonist	Media Partner
White Spot	Quick Service Restaurant

Multiple categories in negotiation for 2019 WJC. Will advise as additional partners are confirmed.