

2019 IIHF Marketing Guidelines - Annex I

2019 Sponsors and Partners WJC & WW



ANNEX I

2019 IIHF Sponsors and Partners WJC & WW as of September 20, 2018

IIHF Sponsors

Exclusivity for

Nike

Sporting Goods, Apparel, Footwear

Tissot

Watches and Timepieces

Members of the IIHF Supplier Pool

Exclusivity for

Bauer

CCM

Fischer

Frontier Hockey

Graf

Gufex

Ice Hockey Equipment

Koho

Oakley

Sher-wood

Tackla

True Temper

Warrior Hockey

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



IIHF Commercial Partner Sponsors

Exclusivity for WJC

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