



THE GOAL OF THE CENTURY

LICENSING & MARKETING OPPORTUNITY

FOCUS. INDIVIDUALITY. CREATIVITY. EFFORT. LEVERAGE.
YOUR SUCCESS IS OUR BUSINESS



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THE HISTORY OF THE GOAL OF THE CENTURY

In 1972, the most significant and iconic moment in Canadian Sports History took place!

September 28th, 1972 - Luzhniki Arena, Moscow. With 34 seconds left in Game 8 of the historic eight-game Summit Series, Paul Henderson's goal lifted a nation and a team of NHL stars, representing Canada, to a 6-5 victory to clinch the series against the Soviet Union, with 4 wins, three losses and a tie!

The story would become a moment, frozen in time, remembered forever. Today, the legacy lives on...!

The Goal of The Century - The Legend and The Legacy!

There is no other moment in Canadian Sports History that capture the hearts and souls of Canadians like the '72 victory over the U.S.S.R. And, there is no better time than now to prepare for the future. 2017 marked a pivotal anniversary, as we celebrated the 45th Anniversary of The Goal of The Century!



ABOUT FICEL MARKETING

FICEL Sports & Entertainment Marketing specializes in helping clients use the power of sports to grow their business. FICEL has spent over 25 years building relationships with athletes, major sports leagues, and partnerships with the best teams in sports. These relationships are the foundation for the unique sports experiences and opportunities we present to our clients.

As the exclusive signing and marketing agents for Hockey Legend Paul Henderson, FICEL brings a unique license and equally supercharged sublicenses to the forefront of your business!

MASTER LICENSE - The Goal Of The Century

SUB-LICENSES - The Greatest Jersey Ever The Goal Est. '72

FICEL Sports & Entertainment Marketing is also a leading producer of authentic hand-signed collectibles. Dynamic and innovative, FICEL Marketing continues to create custom designed marketing and promotional concepts to meet our clients ever changing needs. We are committed to using our experience to the fullest extent to deliver creative ideas and opportunities.

Our history of success means that we're confident that the products and services we provide will bring you the satisfaction you are looking for. At FICEL, we are constantly looking for ways to develop new relationships and expand existing ones by implementing dynamic sports & entertainment influenced campaigns in order to optimize your brand exposure. We use the power of sports to grow people's business!

Our exclusive relationship with Hockey Legend Paul Henderson, allows us to create a fully customizable package for our corporate clients. Whether you are looking for a motivational speaker to inspire your sales team, a spokesperson to promote your latest product, or a special guest to make your corporate event that much more memorable, FICEL Sports & Entertainment has something for everyone. FICEL Sports & Entertainment Marketing has worked with major companies and organizations, including Cops for Cancer, Canada Post and Tim Horton's, to enhance their product with our licensing power. We afford organizations the opportunity to leverage our licenses, from logo, to video, imagery and player/personalities across multiple avenues. Some of these avenues include the use of our brand(s) and yours on books, DVD's, household items, commercial use, and so much more. FICEL Marketing has the ability to create impressive events for your company, your team and your clients & customers. If you are looking to take your company to the next level...look no further!



YOUR OPPORTUNITIES

Your company and “The Goal of The Century”!

FICEL Sports and Entertainment is proud to represent several key licenses that can and will drive brand recognition for your company today and well into the future! Today, we are presenting an exclusive marketing campaign, targeting current and new generations of clients and customers across multiple platforms.

FICEL brings an opportunity that is Engaging, Relevant, Unexpected and Memorable!

FICEL Sports & Entertainment Marketing is proud to present a 5 year licensing and marketing program & campaign to drive brand recognition and growth to your business, utilizing “the number 1” moment in Canadian Sports History, through supported advertising, social media, personality appearances, product development and use, and events...culminating in the most significant, globally recognized, 50th Anniversary Celebration of The Goal of The Century!

Your organization will be provided access to, and use of the license to The Goal of The Century, including sub-licenses - The Greatest Jersey Ever, The Goal and Est. 72, and use of these licenses integrated with your corporate strategies, business development and ongoing growth and direction.

Your access to the license will also include access to, and licensed use of the video footage of the entire series, and most importantly, The Goal/ The Goal of The Century. This access alone will allow you to establish your company, resonate with your target audience (s), and leave a long lasting impression.

Additionally, the license will provide your organization with access to , and use of one of the most recognized sports photos of our time...”The Goal”. Use of Paul Henderson’s historic goal image can be utilized to enhance corporate marketing materials, brochures, banners and branding, signifying that your business continues to strive toward ongoing success and recognition, as well as being the highlight of your corporate events.

You will also have access to a wide array of already developed and newly designed custom product/ merchandise to allow you to engage your management, associates, customers and clients in a manner befitting your organizations stature within your market space.



FICEL MARKETING'S EXPERIENCE

FICEL Sports & Entertainment Marketing

...Bringing brands and ideas together with the right intellectual, human and financial capital for over 25 years.

FOCUS. INDIVIDUALITY. CREATIVITY. EFFORT. LEVERAGE.

A team of industry veterans and rising stars, comprising of executives, sales and marketing professionals, artists, and designers who provide reliability, expertise, innovation and commitment to each and every account and the unique opportunity which they present.

FICEL has and continues to service key partners, some of whom include:



FICEL Sports & Entertainment Marketing: from launching brands to putting athletes together with the right companies, products and charities, FICEL has proven itself as one of the country's most innovative and diversified idea companies, helping propel brands towards their business goals and objectives.

FICEL MARKETING'S EXPERIENCE

FICEL Sports & Entertainment Marketing has and continues to build personal brands, careers, collectibles and unique events. Some of our successes to date include:



Paul Henderson

Personal Brand Management, Licensing, acquisition and program creation.



Team Canada 1972

Team Consultative Services, Event Management, Licensing rights, acquisition and program creation.



SHARP Canada

Creation and management of the annual Heritage Sports Golf Classic.



Bacardi Canada

Developed sales endorsement programs.



Royal Canadian Mint

Developed unique limited mintage coin program.

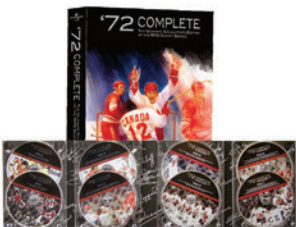
Canada Post Corporation

Developed First Day Cover & Stamp program in Celebration of 25th Anniversary of "The Goal".



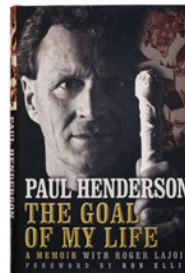
The Bradford Exchange

Developed limited edition watch, plate and stein program.



Universal Studios

Creation and release of '72 Complete - The Ultimate Collector's Edition of the 1972 Summit Series - Award Winning DVD Series/Release.



The Goal of My Life

Conceived and produced the Globe and Mail Best Selling book on the life of Paul Henderson.



Sherwood Canada

Creation and promotion of the Paul Henderson Collectors Hockey Stick (limited edition, numbered, signed and authenticated).



DreamWeaver Garment Company

Creation of an athlete based clothing brand. (Paul Henderson Authentics).



The Greatest Jersey Ever

Developed a children's book dedicated to passing on Paul Henderson's legacy.

SIGNIFICANT DATES

While our timelines began in 1972, true

Series begins

Pierre Elliot Trudeau drops the puck

Game dates & Cities & Scores

**9/28/72 - Game 8 - Summit Series - Paul Henderson
secures Canada's victory with only
34 seconds remaining**

A nation stands still

victory parade held in Toronto



9/28/97 - 25th Anniversary

9/28/02 - 30th Anniversary

9/28/07 - 35th Anniversary

9/28/12 - 40th Anniversary

9/28/17 - 45th Anniversary

9/28/22 - 50th Anniversary

and beyond...



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FICEL MARKETING SERVICES

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FICEL Sports & Entertainment Marketing both understands and is committed to...

Branding Content & Media

We deliver effective and efficient sales, marketing and content platforms to drive our partner's business growth.

Sports Management & Events

We provide personal brand building & management, career guidance and event management building long-term loyalty within the active market space.

Licensing Product Creation & Consulting

FICEL Sports & Entertainment Marketing builds retail presence and sales through licensing programs, rights negotiations, market research and strategic consulting.

Philanthropy, Fundraising & Innovation

We develop innovative, multimedia, cross-platform programs structured for maximum impact, cost-efficiency and sector-leading ROI.

ONSITE - ONLINE - ON TARGET

Through our strengths in communications, sports, retail and philanthropy and in partnership with our clients, FICEL Sports & Entertainment Marketing has developed leading-edge new media and social networking programs, sponsorship, naming and licensing deals, and breakthrough branding initiatives both in traditional and non-traditional media.

From concept to production and execution, FICEL Sports & Entertainment Marketing brings together best thinkers, communicators, and content creators to work with our partner companies and brands. The success of FICEL Sports & Entertainment Marketing comes from our ability to think big and execute small. No deal is too small! No detail is too minute to be overlooked in everything and anything we do!

FICEL Sports & Entertainment Marketing brings together the best, for maximum impact and efficiency for you, your brand and your business.

Tell us what you want done... and we've got the ingenuity to help you do it!



FICEL MARKETING SERVICES

WHAT WE DO

FICEL Sports & Entertainment's specific areas of expertise include:

- Brand communication, production and execution across all platforms
- Content creation for film, web, television and print
- Sports event creation, sports management and representation for athletes and leagues
- Licensing and naming rights for consumers and corporations
- Product development, design and procurement
- Philanthropic fundraising, social awareness and innovation
- Creating retail events and activation programs
- Personal branding for athletes, scientists and business leaders
- Business development and deal brokering
- Brand business design and consulting
- Product fulfillment via our custom pick, pack and ship programs to a wide selection of online retailers

Our Services

Dynamic and innovative, FICEL Sports & Entertainment Marketing continues to create custom designed marketing and promotional concepts to meet our clients ever changing needs. We are committed to using our experience to the fullest extent to deliver creative ideas and opportunities. Our history of success means that we're confident that the products and services we provide will bring you the satisfaction you are looking for.

Marketing

At FICEL Sports & Entertainment Marketing we are constantly looking for ways to develop new relationships and expand existing ones by implementing dynamic sports & entertainment influenced campaigns in order to optimize brand exposure. We use the power of sports to grow people's business. Our relationships with multiple athletes allow us to create customizable packages for all of our current and prospective corporate clients. Whether you are looking for a motivational speaker to inspire your sales team, a spokesperson to promote your product or a special guest to make your event that much more memorable, FICEL Sports & Entertainment Marketing has something for everyone.

Licensing

FICEL Sports & Entertainment Marketing has worked with major companies and charities, including: Cops for Cancer, Canada Post, Tim Hortons and Under Armour, to enhance their product/ brand with our licensing power. We work with organizations, to provide them with the use our available licenses, whether it's a logo, a player or an entire team. Our highly identifiable brands have been used on books, stamps, coins, DVD's, print material, commercials and much more.

Events

FICEL Sports & Entertainment Marketing has the ability to create impressive events for your company.

Taking your event to the next level? Look no further!

We can provide you with posters and banners, unique gifts and prizes, and... most importantly, celebrity guest(s) appearances and speakers. Whether its hockey games, golf tournaments, meet and greets, signing sessions for sports collectibles, charity events, etc., we can improve its success with our supportive staff, valuable experience, and popular connections.



FICEL MARKETING SERVICES

Products

FICEL Sports & Entertainment Marketing is a leading producer of authentic hand-signed collectibles and the best source for all your sports gift and collectible needs. Our collection of signed, and unsigned memorabilia from star athletes are some of the hottest memorabilia products on the market. FICEL continuously dedicates itself to creating the most unique, limited edition and special collectibles. FICEL is continuously updated with new and exciting products from the world of sports, while our sales team is standing by to answer any questions you may have.

Events & Auctions

Dynamic and innovative, FICEL Sports & Entertainment Marketing continues to create custom designed marketing and promotional concepts to meet our clients ever changing needs. We are committed to using our experience to the fullest extent to deliver creative ideas and opportunities. Our history of success means that we are confident that the products and services we provide will bring you the satisfaction and success you are looking for.

Charity Auctions

For over 25 years, FICEL Sports & Entertainment Marketing has made giving back one of our top priorities. The team at FICEL Sports & Entertainment Marketing partners annually with non-profit organizations to provide unique and authentic sports memorabilia, one-of-a-kind sports experiences, and customized product for charity auctions and events. FICEL Sports & Entertainment Marketing also has the capability of producing full sized live and online charity auctions & live and online charity raffles.

Online auctions

FICEL Sports & Entertainment Marketing has a full service online auction platform. FICEL auctions offer the customer an exciting experience and the opportunity to find that rare one-of-a-kind collectible that no one else has. Our auctions consist of FICEL Sports & Entertainment Marketing authenticated collectibles, collectibles from private collections as well as personal collections from current and former players and coaches. We run several auctions per year that consist of hundreds of lots, as well as, smaller auctions almost every month. Please reach out to auctions@ficel.ca with any inquiries.

Player Appearances

FICEL Sports & Entertainment Marketing specializes in helping clients use the power of sports to grow their business. We can help provide the opportunity to meet and interact with key sports celebrities like: Paul Henderson, Ron Ellis, Wendel Clark, Doug Gilmour, Johnny Bower, Cheryl Bernard, Russ Howard, Josée Chouinard and more. Contact us with your specific requests!

Corporate Events

Ficel Sports & Entertainment Marketing has and continues to create excitement at Trade Shows, Conventions, Golf Tournaments, National Sales Meetings and more, by providing a wide array of multi-faceted sports themed activities. We've had the pleasure of serving a wide array of clients including Sharp Canada, Under Armour, Tim Horton's, Bacardi Canada, Canada Post, Molson's, Cadbury, Royal Bank of Canada and many more.



GET IN TOUCH

Engaging with FICEL Sports & Entertainment Marketing ensures your brand is secured with a trusted partner. FICEL is a start to finish provider, supplier and partner. Contact a member of our Executive Team to customize a program exclusively designed for you.

CONTACT:

Write to us:
customerservice@ficel.ca

Speak with us:
(905) 607-7414

Visit our Offices and Showroom:
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SPONSORSHIP PROGRAM - MERCHANDISE

A few select pieces made available within the sponsorship program:

EXCLUSIVE: O' CANADA - TEAM CANADA '72 SIGNED LIMITED EDITION SUMMIT SERIES PRINT

A limited edition art print of 19 Team Canada '72 players dressed for the 8th and final game of the Canada Russia series played at the Luchniki Arena in Communist Russia. The starting players are shown lined up along the blue line with the Canadian and Russian flags hanging above. Signed and numbered by #19 - Hockey Legend, Paul Henderson.

THE GOAL OF THE CENTURY - PAUL HENDERSON LEGENDS SERIES PRINT (includes both 8" x 10" and 12" x 15")

Paul Henderson's winning goal in game 8 was one of the proudest moments in Canadian history. The Legend Series prints have been produced with the exact high quality standards of the Limited Edition lithographs.

TEAM CANADA '72 40TH ANNIVERSARY PRINT

This print celebrates the 40th anniversary of team Canada '72. The print is composed of several individual paintings and portraits, featuring every member of the legendary Canada '72 team. Available in 3 different sizes.

PAUL HENDERSON AUTOGRAPHED SIGNED TEAM CANADA 1972 SUMMIT SERIES AWAY JERSEY (also available unsigned/ without number/ customized)

- Personally Autographed Paul Henderson Team Canada 1972 Replica Away Jersey
- Certificate of Authenticity & Tamper-Proof Hologram provided by Heritage Hockey

PAUL HENDERSON SIGNED "THE GOAL OF MY LIFE: A MEMOIR" HARDCOVER BOOK (unsigned version also available)

Paul Henderson will forever be recognized and remembered for his goal with 34 seconds remaining in the 8th game of the 1972 Summit Series. This goal gave Canada the lead and won them the series and with that the team became known as "the Team of the Century" and Paul's goal as, "the Goal of the Century." But there is more to Paul Henderson than just that one goal and in *The Goal of My Life*, Henderson opens up about scoring both on and off the ice. A family man and man with deep faith, Henderson lives each day with tremendous appreciation for the gifts life has rewarded him and has not allowed his recent diagnosis with cancer to alter his positive demeanor. Henderson takes fans back to the moment 1972 when Canada won the Summit Series, though additionally shares memories from his entire life and his early days playing hockey through to his retirement from the game and his personal challenges with Leukemia. Henderson is a hero and his book is one that all fans of hockey and life will enjoy.

This book has been Authentically Signed by Paul Henderson, and comes complete with a Certificate of Authenticity & Tamper-Proof Hologram.

THE GREATEST JERSEY EVER - PAUL HENDERSON

There is a generation of Canadians who will never forget Paul Henderson's series winning goal in the 1972 Summit Series. While Henderson's goal, which was named the "goal of the century," is unforgettable, there is a generation of hockey fans and Canadians who didn't have a chance to experience or learn about this unique Canadian moment.

This children's book is based on the true story of Paul Henderson, the Greatest Jersey Ever (Paul Henderson's Team Canada '72 Jersey), and the greatest moment in Canadian sports history (the game 8 series winning goal scored by Paul Henderson in the 1972 Summit Series). This is an uplifting and inspiring story of pure heart and determination. It is a comeback story that is truly unbelievable. We are looking to create a timeless story, read by all ages while bringing generations together: parents and children, and grandparents and grandchildren. On September 28, 1972 a whole nation came together.



SPONSORSHIP PROGRAM - MERCHANDISE

PAUL HENDERSON TEAM CANADA '72 LIMITED EDITION COLLECTORS WATCH

Paul Henderson will forever be remembered as the man whose late-game heroics in the final game of the 1972 Summit Series led Canada to victory!

This unique, limited edition, collectible watch has been painstakingly designed and meticulously handcrafted, recognizing Canada's most celebrated "hockey legend", Paul Henderson!

Every detail of Paul's famous signature has been carefully crafted to reflect the intricacies of each arch and curl. Each faceplate has been crafted through a unique process of stamping, applying individual replica autographs, lettering and indexes, and a final polishing process. Finely handcrafted in stainless steel in a bold style, this officially-licensed watch features a full face, raised index markers, glow-in-the-dark hour and minute hands, daily calendar, "Paul Henderson" replica signature and "Team Canada '72". The case back features the "Team Canada '72" logo, the "Paul Henderson Authentics" logo and your individual number in the worldwide edition of only 1,972.

THE ULTIMATE COLLECTOR'S EDITION DVD SET OF THE 1972 SUMMIT SERIES

Canada and the USSR face off in eight gripping games. The series is decided in the final minute of the final game. No other single event has united Canada in such a way.

8 Collectors Discs Include:

- Feature Presentation - From Training Camp to Victory
- Sweden Exhibition Final - Released for the First Time
- All 8 Games - Digitally Restored
- Where were you in '72 - The experience captured by cameras throughout the nation
- Best of '72 - As told by the players themselves

Additional Features:

- Hockey Hall of Fame Ceremony
- Canada's Sports Hall of Fame Induction
- Return to Luzhniki 2002 Player Interviews

PAUL HENDERSON AUTOGRAPHED SIGNED GAME 8 WINNING GOAL 8X10 PHOTO TEAM CANADA 1972 (also available in 11" x 14" and 16" x 20")

- Personally Autographed Paul Henderson 1972 Summit Series 8x10 Photo
- Certificate of Authenticity & Tamper-Proof Hologram provided by Heritage Hockey

And much, much more.....

