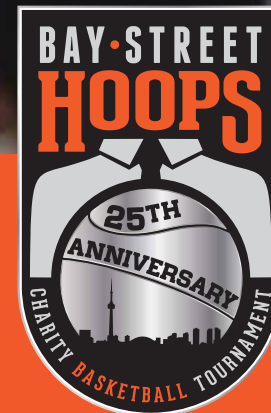


BAY STREET HOOPS

2019 SPONSORSHIP PACKAGE



BECOME A SPONSOR FOR ONE OF TORONTO'S LARGEST SPORT EVENTS



We are proud to be celebrating 25 years of supporting children and youth in the GTA! Since 1995, more than \$2.7 million has been raised, with over \$200,000 in 2018.

This is your chance to become involved with one of Toronto's largest charity sports events.

Each year, we welcome over 1,000 players, spectators and volunteers from leading law and accounting firms, financial services institutions and a variety of other corporations. The tournament is hosted at the University of Toronto, creating a focused atmosphere for marketing and brand association.

The Bay Street Hoops Basketball Tournament is about bringing together fun, community and charity to make sports more accessible to children and youth in Toronto.

You Are Supporting Two Charities

KidSport Ontario - kidsportcanada.ca
CRA # 862125986RR0003

KidSport believes that no kid should be left on the sidelines and all should be given the opportunity to experience the positive benefits of organized sport. KidSport removes financial barriers that prevent kids from playing sport by providing financial assistance for registration fees and/or sport equipment costs to kids aged 18 and under. KidSport wants to ensure that no kid is ever left left out because their family couldn't afford the cost. Your participation in the Bay Street Hoops tournament will enable hundreds of children across Toronto to be introduced to, and play the sports they love. So ALL Kids Can Play!

Drive for Dreams - drivefordreamsfoundation.com

Drive for Dreams creates life-long opportunities through education for youth in the GTA by engaging kids from at-risk neighbourhoods and homes that have a high level of talent in basketball. For these kids, Drive for Dreams provides its players with rigorous training, approachable and committed role models, and access to high-profile tournaments in North America where they are seen by college coaches and given the potential opportunity to go to top colleges & universities on a scholarship. Since 2002, over 600 kids have participated in the program. Many graduates of this program return home to train, coach and mentor; becoming positive role models in their community.

CHOOSE FROM THE FOLLOWING SPONSORSHIP OPPORTUNITIES



Sponsorship Packages

With your sponsorship, you can reach a highly desirable and targeted audience of influential business leaders, professionals and decision makers:

- Aged 25 to 50
- Well educated
- Household income \$150,000+
- Professionals
- Business leaders
- Key corporate decision makers
- High disposable income
- Purchasers of luxury items

Your Message Will Be Heard

Our communications and media team ensure broad public awareness of the Tournament and create a memorable experience for everyone involved. As a sponsor, you will be recognized through our numerous communications initiatives, including:

- Maintaining an updated Bay Street Hoops website where sponsors will receive visibility.
- Creating broad onsite visibility through signage opportunities, courtside and elsewhere at the tournament.
- Integrating your brand into our communications and events leading up to and including the tournament.

	Presenting Sponsor \$25,000	Centre Court Sponsor \$12,000	Courtside Sponsor \$10,000	Baseline Sponsor \$5,000
Brand Exposure				
Logo and/or company name recognition on all promotional materials, electronic publications and invitations. Sizing based on sponsorship level.	✓	✓	✓	✓
Logo exposure on the official Bay Street Hoops Tournament jerseys to be worn by all participants - proportional sizing based on sponsorship level.	✓	✓	✓	✓
Recognition on all communication materials including, but not limited to: the website, tournament signage and other collateral.	✓	✓	✓	✓
Promotional Opportunities				
Sponsor brand recognition through Bay Street Hoops social media channels including, Twitter, Facebook, LinkedIn and Instagram.	✓	✓	✓	✓
The opportunity to showcase/sample products and services at the tournament.	✓	✓		
Dedicated space on the Bay Street Hoops Tournament website and Bay Street Hoops Basketball League website.	✓	✓		
Title rights to special events including the Post-Game Party and the Bay Street Hoops Basketball League	✓			
Invite to media launch with cheque presentation along with access to both internal advertising and other planned media endeavours.	✓			
The opportunity to enter two teams for FREE. One [] men's team and one [] women's team (\$5,000 value).	✓			
Title rights to one of two special events: the kids' clinic or the three-point shoot-out.		✓		
Title rights to a team division at the tournament.		✓	✓	
Hospitality				
Honoured guest passes to receptions and Post-Game Party, not including the player tickets.	8	6	4	2



MORE THAN JUST A TOURNAMENT

As a sponsor, you will find that the Bay Street Hoops Tournament offers you great exposure in the community. Your sponsorship will allow you to play an active role in the following events:

Draft Night

New for our 25th anniversary, we will host our champions in January for an evening to connect our past and present team captains, board members charities and sponsors.

Spring Training Camp

To help players prepare for the tournament, we will be offering a complimentary spring training camp in March. Coach Vidal Missiah from Kings Nation Basketball (and former member of Team Canada) will lead drills and Dr. J from The Health Institute will provide tips on preparing for the tournament to avoid injury.

The Tournament

Up to 70 teams divided into eight men's divisions and two women's divisions representing all skill levels will take to the courts in a five-on-five, round-robin tournament that takes place over three days at the University of Toronto. Co-ed teams are also welcome and will be placed in men's divisions.

In an effort to make the tournament fun and enjoyable for all players, participants are asked to rank their playing ability during registration. This allows us to place them in the appropriate division.

Kids Clinic

A basketball clinic for the children of players and those associated with the charities. The clinic offers children the opportunity to learn basketball skills through training sessions and games. Special guests have been known to drop by, including the Toronto Raptor former coach, Sam Mitchell, the Toronto Raptors Mascot and Canadian Olympian Donovan Bailey.

Three-Point Shoot-Out

A three-point shooting contest is held on the Saturday of the tournament. One player from each team is invited to participate - the winner will receive prizes for the whole team. This is always a tournament favourite.

Post-Game Party and Auction

The Post-Game Party is open to current players, sponsors and volunteers. This is our way of thanking everyone for their support and celebrating the success of the tournament.

Bay Street Hoops Basketball League

A basketball league involving 16 corporate sponsored teams represented by Toronto's top tier financial and professional services firms. Sponsors of the Bay Street Hoops tournament can connect with this audience during the league time frame (November to March).


QUESTIONS?

If you have any questions, please contact us.


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EQ	Tuscan Valley
Lost Craft Beer	Z Teca