



# Sponsorship Proposal



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## **The Marketing Audience**

The Champions Showcase Tournament offers an excellent opportunity to capitalize on the growing soccer interest throughout Ottawa, and Canada.

The demographics in Ottawa, makes this particular tournament an ideal venue for product and service marketing at one of the largest, and most competitive soccer tournaments in Canada.

The Tournament is especially suited for local businesses within Ottawa, as well as regional businesses with an average of 70% of teams traveling from out-of-town.

Sponsorship not only demonstrates local support from the business, but also provides positive impressions for visitors from outside the sponsor's marketing location.



## **About The Champions Showcase**

The Champions Showcase is one of the most competitive tournaments in Canada with Canadian and US University and College coaches in attendance.

We expect teams from across Canada to take part in the tournament.

The tournament is a 3-day event, which includes a combine for players to train in front of College, and University coaches from across North America, a University Education Seminar, as well as game play.



## **Sponsorship Packages**

The Showcase would like to offer you one of our sponsorship packages . As a corporate sponsor, your company name and profile will be displayed throughout the tournament at the three-day event, at three different field locations across Ottawa.

Our Sponsorship Packages Include:

**TITLE SPONSORSHIP PACKAGE**

**\$5,000**

**PLATINUM SPONSORSHIP PACKAGE**

**\$2,500**

**GOLD SPONSORSHIP PACKAGE**

**\$1,000**

**SILVER SPONSORSHIP PACKAGE**

**\$500**



### **Title Sponsor Package - \$5000**

- Exclusive Naming rights as the Tournament Title Sponsor
- Sponsor may set up booth at fields or Tournament Headquarters for distribution of promotional materials. Size and location subject to approval
- Advertising on the fencing at tournament venues
- Metal Ribbon naming right
- Media advertising including newspapers identifying your company as the tournament title sponsor
- Linked Ad on our Web Page – Home Page
- Full Page Ad in our Schedule Book / College Guide
- Banner / Logo display at Registration
- Company Logo Screened on Combine Player T-Shirts ( 250)

### **Platinum Sponsor Package - \$2,500**

- Sponsor may provide promotional materials for inclusion in registration packages distributed to all teams and players.
- Linked Ad on our Web Page – Home Page
- Full Page Ad in our Schedule
- Banner/Logo display at Registration

### **Gold Package - \$1000**

- Sponsor may provide promotional materials for inclusion in registration
- Linked Ad on our Web Page – Home Page
- Full Page Ad in our Schedule Book

### **Silver Package - \$500**

- Half Page Ad in our Schedule Book
- Link ad on our website