



# SPONSORSHIP PACKAGE

## 2022 BAY STREET HOOPS CHARITY BASKETBALL TOURNAMENT





A group of young women in basketball uniforms are cheering enthusiastically, with their mouths open and eyes closed. They are wearing dark blue jerseys with "BAY STREET HOOPS" and "CIBC" logos. The image has a strong red overlay. A large white quote is centered over the image, flanked by large red quotation marks.

**“As Toronto’s largest basketball tournament for charity, year after year we provide funding to kids’ charities in our community. The Bay Street Hoops community continues to grow as we provide a fun event for our participants, friends and colleagues.”**

Bay Street Hoops Board Member, Taje Mohabir



# ABOUT

## TORONTO'S LARGEST SPORTS-RELATED CHARITY BASKETBALL TOURNAMENT

The tournament brings together fun, community, and charity to make sports more accessible to children and youth in Toronto.

Since 1994, more than \$2.7 million has been raised for children and youth charities in the Toronto area, including over \$200,000 in 2019. Each year we welcome over 1000 players, spectators and volunteers from Toronto's leading law and accounting firms, financial services companies and other corporations.

The 2022 tournament will take place on June 9, 10 and 11 at the University of Toronto's Athletic Centre and will benefit Drive for Dreams and KidSport Ontario.





# BENEFICIARIES





# DRIVE FOR DREAMS

Drive for Dreams creates life-long opportunities through education for youth in the GTA by engaging kids from at-risk neighbourhoods 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, more than 850 kids have participated in the overall program. More than 70% of the graduates from our high performance segment have received full ride scholarships and virtually all of the graduates go on to post secondary education. In many instances, we have a profoundly positive impact on their life paths. Many graduates of this program return home to train, coach and mentor; becoming positive role models in their community and making a positive impact on those neighbourhoods.



So ALL Kids Can Play!



ONTARIO

# KIDSPORT ONTARIO

We envision an Ontario where all children have the opportunity to participate in sport.

KidSport supports children who need financial assistance with sport registration fees and equipment costs. We believe that the power of sport participation promotes the development

of children's social, mental and physical well-being. Through increasing access to quality sport programs, KidSport strengthens communities across Ontario.

JUNE 9-11, 2022

[BAYSTREETHOOPS.COM](http://BAYSTREETHOOPS.COM)

#BAYSTREETHOOPS



A basketball hoop and backboard are shown in the lower right corner of the image. The backboard is white with a black border and a black support structure. The hoop is orange with a white net. The background is a solid blue color with a repeating pattern of basketballs in a lighter blue shade. The text "YOUR SPONSORSHIP" is centered in the middle of the image in a bold, white, sans-serif font.

**YOUR SPONSORSHIP**

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

The individuals who are involved with the Bay Street Hoops tournament are:

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

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 website where your company logo will be visible.
- 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.



# SPONSORSHIP CHART

	Presenting Sponsor \$25,000	Centre Court Sponsor \$12,000	Courtside Sponsors \$8,000	Baseline Sponsors \$5,000
<b>Brand Exposure</b>				
Logo and/or company name recognition on all promotional materials, electronic publications and invitations as a sponsor of Bay Street Hoops at a proportional level.	●	●	●	●
Logo exposure on the official Bay Street Hoops tournament t-shirts to be worn by all participants, proportional sizing based on level.	●	●	●	●
Recognition on all communication materials including, but not limited to: event tickets, website, tournament posters and other collateral.	●	●	●	●
<b>Promotional Opportunities</b>				
Sponsor brand recognition through BSH social media including Twitter, Facebook, LinkedIn and Instagram.	●	●	●	●
Opportunity to showcase/sample products and services on-site.	●	●		
Dedicated space on Bay Street Hoops tournament and Bay Street Hoops basketball league website.	●	●		
Title rights to 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	●			
Opportunity to enter teams FREE (Two [2] teams - one [1] men's and one [1] women's - \$4,250 value	●			
Title rights to a team division at the tournament.		●	●	
Title rights to one of two special events: the kids' clinic or the three-point shoot-out.		●		



# THE TOURNAMENT

The image shows a wide-angle shot of a large indoor sports arena, likely for basketball. The ceiling is high with visible structural beams and numerous stage lights, some of which are glowing red and others yellow. The walls are covered in a large, colorful geometric pattern, possibly a mural or a large-scale artwork. In the foreground, several basketball players are visible on the court, some standing and some sitting. A basketball hoop is visible on the right side of the frame. The overall atmosphere is dynamic and energetic.



# OUR HISTORY

The first Bay Street Hoops tournament was held in 1995. With eight law firm teams and less than \$10,000 in proceeds, we never imagined it would get much bigger.

Over the next few years, the tournament grew and teams from all areas of Bay Street were signing up.

It was then that we decided that the tournament should be about more than just basketball. It should also be about giving back to the community.

As we started focus equally on basketball and community, we chose to focus on smaller children and youth charities. We wanted them to be part of the Hoops committee and the tournament.

Today, Bay Street Hoops features close to 50 teams, divided into six men's divisions, a women's division and a co-ed division, representing all skill levels.





# THE DIVISIONS

## **MEN'S COMPETITIVE**

For individuals who play basketball often and have played at college, university and/or higher.

## **MEN'S REC A**

For individuals who play often once a week and played in high school and in a league currently.

## **MEN'S REC B**

For individuals who used to play frequently and like competitive games. Currently plays once a month on average.

## **MEN'S REC C**

For individuals who used to play frequently and likes competitive games. Plays once every two months on average.

## **MEN'S REC D**

For individuals who rarely play basketball. Currently plays once every six months or at a Bay Street Hoops tournament.

## **CO-ED**

For co-ed teams. There must be a minimum of two female players on the court at all times.

## **WOMEN'S**

For women-only teams.

## **MASTERS**

For individuals over the age of 40.





# KIDS CLINIC

JUNE 11, 2022  
1:30–2:30

Open to children of Bay Street Hoops tournament players, this free clinic is designed to teach kids aged 6-12 basketball basics. Led by experienced instructors and players, kids practice drills, learn skills and, most importantly, have fun.



# THREE-POINT SHOOT-OUT

**JUNE 9, 2022**  
**1:30—2:30**

A three-point shooting contest is held on the Saturday of the tournament. One player from each team is invited to participate. Each contestant has the opportunity to sink as many baskets as they can in one minute. The winner will receive prizes for their whole team.

JUNE 9-11, 2022

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# THANK YOU TO OUR PAST SPONSORS







**“With the help of our wonderful sponsors, Bay Street Hoops has been able to impact the lives of so many kids and their communities over the years. We are so honoured and excited to lead this amazing team and grow the tournament in new and exciting ways. We hope you will choose to be a part of our journey to change the lives of youth through sport.”**

Bay Street Hoops Tournament Co-Chairs, Emily Robb &  
Sam Boateng





# CONTACT

**“ALL KIDS NEED A LITTLE HELP, A LITTLE HOPE AND SOMEONE WHO BELIEVES IN THEM” -MAGIC JOHNSON**

We look forward to working together! Please let us know if you have any questions.

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# THANK YOU!

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