



# SPONSORSHIP PACKAGE

2024 BAY STREET HOOPS  
CHARITY BASKETBALL TOURNAMENT



A group of young people, mostly teenagers, are sitting on a wooden bench in what appears to be a gymnasium. They are wearing athletic gear, including a green headband and a green jersey. The background is slightly blurred, showing other people and the structure of the gym. The entire image is overlaid with a semi-transparent red filter. A large, stylized red quotation mark is positioned to the left of the text, and another is to the right.

**“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

This year marks the 30th anniversary of the Bay Street Hoops tournament.

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

Since 1994, more than 3 million has been raised for children and youth charities in the Toronto area. 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 2024 tournament will take place from June 6-8 at the University of Toronto's Athletic Centre and will benefit Drive for Dreams and KidSport Toronto.

A photograph of a basketball game in progress. A player in a dark jersey is jumping in the air, reaching for a basketball that is suspended above them. Other players in white jerseys are visible in the background, some watching the play. The scene is set in an indoor basketball court with a blue wall and a basketball hoop visible in the upper right. The entire image has a magenta/purple color overlay.

# 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 1200 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!

## KIDSPORT TORONTO

We envision a Toronto 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 the community of Toronto.

JUNE 6-8, 2024

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

#BAYSTREETHOOPS



The image features a basketball hoop and backboard, rendered in a light blue color. The hoop is in the foreground, and the backboard is behind it. The entire image is overlaid with a semi-transparent blue filter. In the background, there is a repeating pattern of basketballs in a darker 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 Sponsors \$12,500	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, Facebook, LinkedIn and Instagram.	●	●	●	●
Opportunity to showcase/sample products and services on-site.	●	●	●	
Dedicated space on Bay Street Hoops tournament website	●	●		
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 kid's clinic or the three-point shoot-out.	●			

# THE TOURNAMENT

The image shows an indoor basketball court. The backboard and the walls are covered in a large, vibrant geometric pattern of overlapping triangles in shades of red, orange, and yellow. The ceiling is dark with several bright, warm-toned spotlights. In the foreground, a group of basketball players in blue and white jerseys are standing on the court. To the right, a few people are sitting on the floor, and a stroller is visible. The overall atmosphere is energetic and modern.



# OUR HISTORY

Planning for the first Bay Street Hoops tournament began in 1994. 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 56 teams, divided into seven men's, women's and co-ed divisions, representing all skill levels.



# 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.

## **WOMEN'S**

For women-only teams.

## **CO-ED**

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

## **MASTERS**

For individuals over the age of 40.







# FAN-RAISING 'SHOOT FOR A CAR'

If you're playing in the tournament, a fan-raising page will be created for you upon registration. If you're not playing, you are invited to create your own profile and join the challenge!

The top five fan-raisers will have the opportunity to win a car (or monetary equivalent) following the lunchtime three-point shoot-out contest.

The five qualifying individuals will participate in a free throw contest to determine a winner.

The winner will be given one shot to sink a basket from half-court. If you make the basket, the car is yours to take home.

This is an opportunity to help raise additional funds for Drive for Dreams and KidSport Toronto.



# KID'S CLINIC

**JUNE 8, 2024**

**1-2 PM**

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.

There is no need to register ahead of time. You can show up and sign the waiver the day of the clinic.





# THREE-POINT SHOOT-OUT

**JUNE 8, 2024  
1-2 PM**

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 sign-up for the three-point shoot-out will be in the player's lounge during the tournament.

# POST-GAME PARTY

**JUNE 8, 2024 // 6:30 TO LATE  
LOCATION TBD**

The Post-Game Party will take place on the final day of the tournament. This is a great opportunity for players, sponsors and volunteers to celebrate together. A charity auction will take place during the party and will include items donated by tournament sponsors and local businesses.

Each player in the tournament will receive a complimentary ticket. Guest tickets can be purchased at the door for \$20.





A young person in a red and white jersey is hugging a basketball player. The basketball player is wearing a white jersey with red and blue accents. The background is a warm, orange-toned image of a basketball court with a patterned floor.

**“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 having you play in the tournament! Please let us know if you have any questions.

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# THANK YOU!

JUNE 6-8, 2024 | [BAYSTREETHOOPS.COM](https://baystreethoops.com) | [#BAYSTREETHOOPS](https://twitter.com/BAYSTREETHOOPS)

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