



# SPONSORSHIP PACKAGE

2025 BAY STREET HOOPS  
CHARITY BASKETBALL TOURNAMENT



A group of people, including children and adults, are sitting on a bench in a gymnasium. In the background, a basketball player is visible on the court. The scene is lit with a warm, orange-red glow. Large red quotation marks are overlaid on the image, framing the text.

**“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 31st 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 2025 tournament will take place from June 5-7 at the University of Toronto's Athletic Centre and will benefit Drive for Dreams and KidSport Toronto.



# 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 5-7, 2025

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

#BAYSTREETHOOPS

A basketball hoop and backboard are shown in the lower right quadrant of the image. The hoop is orange with a white net. The backboard is white with a black border. 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 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 three-point shoot-out or fan-raising challenge.	●			

# THE TOURNAMENT

A wide-angle photograph of an indoor basketball court. The court is illuminated by a mix of red and yellow lights. The walls are covered in a large, repeating pattern of stylized basketballs. Several people are visible on the court, some standing and some sitting on the floor. A basketball hoop is visible on the right side of the frame. The overall atmosphere is energetic and focused on the sport.

# OUR HISTORY

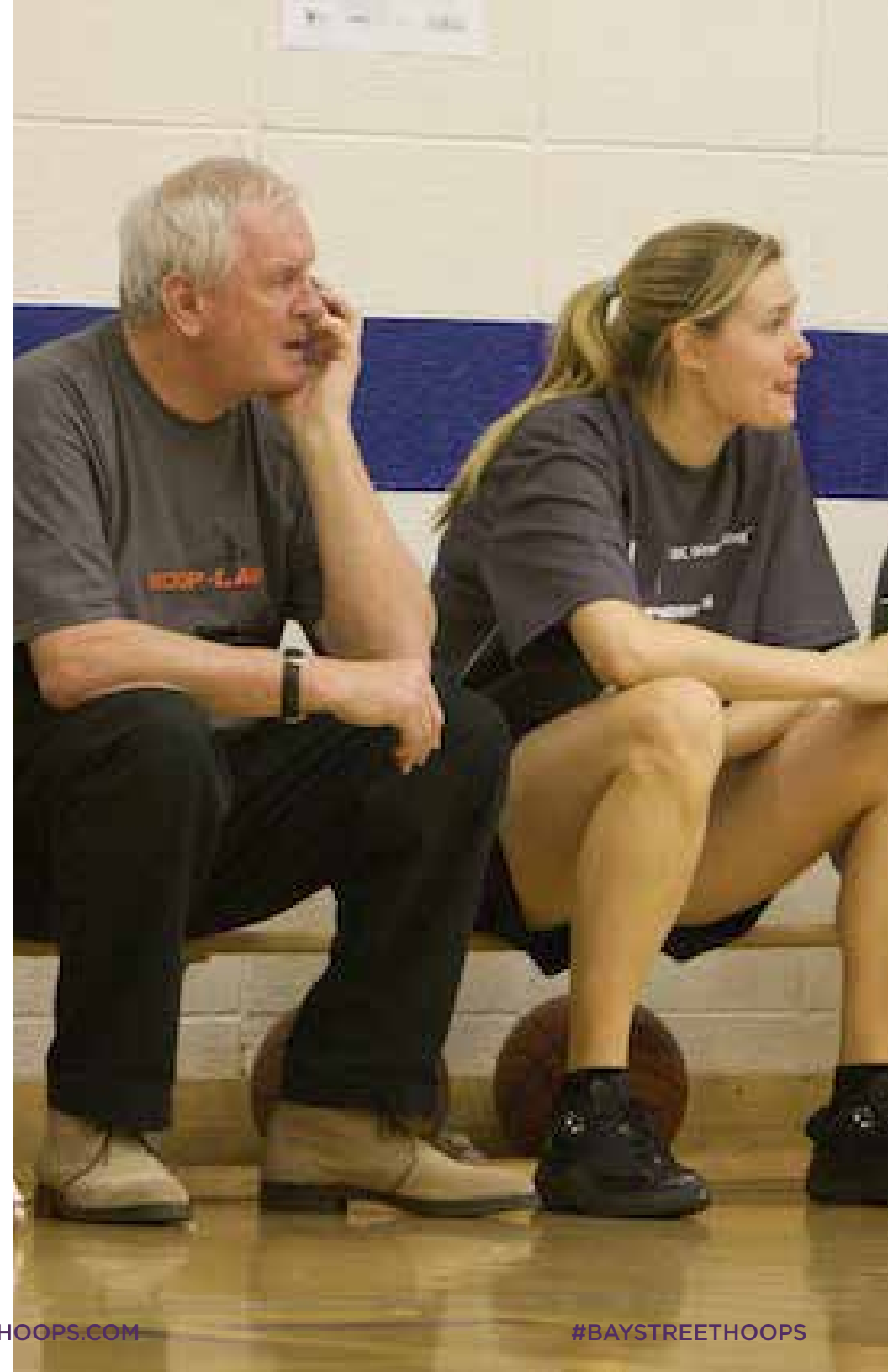
Planning for the first Bay Street Hoops tournament began in 1994. With eight law firm teams and less than \$10,000 in proceeds, we never imagined it would get much bigger.

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 to focus equally on basketball and community, we chose to prioritize 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'

This challenge is not limited to individuals playing in the tournament. All you need to do is create a profile and collect donations to participate!

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.



# THREE-POINT SHOOT-OUT

**JUNE 7, 2025**

**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 will have 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 players' lounge during the tournament.

# POST-GAME PARTY

**JUNE 7, 2025 // 6 PM 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 photograph of a man and a young girl hugging. The man is on the right, wearing a dark shirt, and the girl is on the left, wearing a red and white striped shirt. They are both smiling and looking at each other. The background is a patterned wall with a repeating circular motif. The image has a warm, orange-toned overlay.

**“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. I am so honoured and excited to lead this amazing team and grow the tournament in new and exciting ways. I hope you will choose to be a part of our journey to change the lives of youth through sport.”**

**- Bay Street Hoops Tournament Co-Chair, 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.

[info@baystreethoops.com](mailto:info@baystreethoops.com)  
[www.baystreethoops.com](http://www.baystreethoops.com)



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# THANK YOU!

JUNE 5-7, 2025 | [BAYSTREETHOOPS.COM](http://BAYSTREETHOOPS.COM) | [#BAYSTREETHOOPS](https://twitter.com/BAYSTREETHOOPS)

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