



Barrie Royals Basketball Club

# 2018 SPONSORSHIP Opportunities

Deadline Nov 1, 2018





# Make a Slam Dunk!

## ABOUT THE ROYALS

The Barrie Royals Basketball Club is a not-for-profit organization affiliated with the Ontario Basketball Association, governed by a volunteer Board of Directors. The club is proud to have a highly skilled group of over 3 dozen NCCP certified coaches that are dedicated to the development of young athletes. The Club was established in 1985 by a dedicated group of teachers, high school coaches and basketball enthusiasts.

**CLUB MISSION** - The Barrie Royals Basketball Club's mission is to facilitate basketball discovery, development, competition and elite opportunities for community youth.

**CLUB VISION** - The Barrie Royals Basketball Club will be the premier basketball club in Central Ontario, through the facilitation of recreational and competitive programs focused on both skill and personal development for youth of all ages.



# Why Sponsor the Barrie Royals...



- ✓ Help local youth discover and develop in the sport they love! Make a difference here at home!
- ✓ Help a non-profit organization promote the sport of basketball in one of the “youngest cities” in Canada – Barrie has more youth per capita than any other city in Canada.
- ✓ Expose your brand to a captive audience in your community. Great advertising opportunity to attract your target customer.
  - Boys and Girls ages 8-18
  - Between 250 – 300 players each year
  - Returning families – long tenure player and often younger siblings pursue the club
  - Middle income families, dual income earners, engaged parent body
  - Strong website traffic on [barrieroyals.ca](http://barrieroyals.ca) – where we promote your brand
  - Barrie hosted Tournaments – up to 9 throughout the season offering your brand excellent exposure to Barrie based families and visitors to our city

## Did you know?

### Basketball is CANADA'S FASTEST GROWING SPORT!

Today, the growth rate of basketball participation in Canada among the country's youth, exceeds that of hockey and soccer! Since 2010, basketball participation has seen a growth rate of 16 percent. A 2010 study found that basketball is the most popular team participation sport in Canada among youth between the ages of 12 and 17. Additionally, 29 percent of all households in Canada have a household member who participates in basketball. Part of the reason for the sport's growing participation in Canada in the face of soccer and hockey, is its accessibility (source Forbes Magazine online).





**NEW for 2018**

## **Making a difference!**

We believe in opportunity for all. Every kid should have a chance to discover, develop and play a sport they love.

This year 10% of all sponsorship funds collected (club and team level) will be directed back to the club to support player opportunities for youth who might not otherwise be able to play due to financial constraints.



# CLUB WIDE SPONSORSHIP – 1 OPTION

## CENTRE COURT Sponsor – Value \$5,000

As a Club wide sponsor the funds you offer will provide support to all players in the club by allowing for additional player development opportunities and helping to subsidize the cost of equipment, coach training and fees for families in need of financial assistance. In exchange for your tremendous corporate support:

- You will be guaranteed **EXCLUSIVITY** in your service or product category within the club wide option (i.e. one auto dealership, one pizza franchise, one real estate agent, etc.)
- Year-round exposure on the Royals website home page and sponsor page
- Your company name/logo on the Sponsor & Tournament tab of the Royals website with a link to your website
- Your company name displayed on the TEAM SNAP Barrie Tournament registration app
- Frequent social media mentions
- Your company logo on Host Tournament T-shirts, worn by 800+ players in/outside of Barrie for years to come
- Special public acknowledgement and Thank You at the Player Year- End Banquet AND Annual General Meeting for the Club community
- Couponing, demo and sampling opportunities, and distribution of marketing materials at Barrie hosted tournaments – we expect 8 - 10 tournaments throughout the season with over 800 player participants
- Term October 2018 – September 2019



### IN KIND DONATIONS

Do you have a product or service that can help these athletes improve and advance in their beloved sport? Let's talk about other ways you maybe able to help out AND expose your brand at the same time!



# Team Sponsors – 4 OPTIONS

## PLATINUM

### 1. PLATINUM Team Sponsor - Value \$3,000

#### Benefits:

- One team will carry your company name/logo on the team's game banner which is hung behind the bench for all games
- Prominent logo recognition on the Barrie Royals website and link to your website
- Prominent logo recognition in any club print materials
- Social media mentions
- Prominent logo on Club banner displayed at official Club events
- Couponing, demo and sampling opportunities, and distribution of marketing materials at Barrie hosted Tournament
- Player of the game recognition – coupon, award presented by host coach to both teams
- Term October 2018 – September 2019





# Team Sponsors

## GOLD

### 2. GOLD Team Sponsor – Value \$1,500

#### Benefits:

- One team will carry your company name/logo on the team's game banner which is hung behind the bench for all games
- Your company name/logo on the Sponsor tab of the Royals website with a link to your website
- Social media mentions
- Your company name/logo on Club banner displayed at the official Club events
- Couponing opportunity at Barrie hosted Tournament

## SILVER

### 3. SILVER Team Sponsor – Value \$1,000

#### Benefits:

- One team will carry your company name/logo on the team's game banner which is hung behind the bench for all games
- Your company name/logo on the Sponsor tab of the Royals website with a link to your website
- Social media mentions
- Company name on Club banner displayed at official Club events





# Team Sponsors

## BRONZE

### 4. BRONZE Team Supporter – Value \$500

#### Benefits:

- Your contribution will be gratefully acknowledged on our website and through email to our members.
- Company name on Club banner displayed at official Club events





# THANK YOU FOR YOUR CONSIDERATION!

We sincerely appreciate your support and hope this can be a win-win for the Barrie Royals Basketball Club and your organization! Together, let's promote fitness and sport for Barrie based youth!



## CONTACT US:

Sign up as a sponsor at  
[www.barrieroyals.ca](http://www.barrieroyals.ca)

For sponsorship inquiries please contact  
Board Director, Heather Mercer-Turner  
[heather.mercerturner@gmail.com](mailto:heather.mercerturner@gmail.com)