

## **2024 University Alumni Badminton Canada Tournament Sponsorship Invitation**

### **Organizing Committee of the University Alumni Badminton Canada Tournament**

In order to promote a healthy lifestyle, enrich participants' leisure activities, increase community cohesion, enhance mutual understanding and cooperation among alumni, alumni associations, and social organizations of various universities, and expand the influence of alumni associations to contribute to Canadian society, the Organizing Committee of the University Alumni Badminton Canada Tournament has decided to hold the fifth University Alumni Badminton Canada Tournament on September 7th and 8th, 2024 at Can Sports Center, 1443 Denison St, Markham, ON.

This is the largest sports event organized by the Chinese community in the Toronto area (and even overseas), and it has been successfully held for four consecutive sessions by the Xi'an Jiaotong University Toronto Alumni Association. It has become a highly influential and well-known event in the Canadian Chinese community. The tournament will be attended by over a thousand athletes and volunteers from more than 100 universities. The organizers have accumulated rich experience in the past events which attracted extensive attention from audiences, media, businesses, and Canadian dignitaries in 2018, 2019, 2022, and 2023. Each competition has attracted tens of thousands of spectators, making it an excellent opportunity for successful businesses with social responsibility to promote themselves.

We sincerely invite you to become a sponsor of this event, to jointly promote the development of this highly anticipated University Alumni Badminton Canada Tournament, which in turn creates a broader platform and provides opportunities to promote your business.

As a sponsor, you will enjoy the following benefits and rewards:

#### **Brand Exposure Opportunities**

Your company will receive extensive publicity and exposure during the event, including but not limited to event advertisements, press conferences, news coverage, event posters, on-site branding, opening and closing ceremonies, etc.

#### **Social Image Opportunities**

By sponsoring this event, your company will demonstrate its social responsibility and support for the community, especially the Chinese community, thereby establishing a positive reputation for your enterprise.

#### **Collaboration Opportunities**

This event will attract tens of thousands of athletes, fans, and spectators from various University Alumni, providing you with opportunities to connect and collaborate with consumers and other businesses.

We believe that by sponsoring the event, your company will gain valuable publicity while also making a positive contribution to the development of badminton sports, Canadian society, and the Chinese community. Below are specific details about the competition and sponsorship:

### **Competition Overview**

- **Organizer:**  
Organizing Committee of the University Alumni Badminton Canada Tournament, Xi'an Jiaotong University Toronto Alumni Association
- **Participants:**  
Athletes and badminton enthusiasts in Canada, the Greater Toronto Area, and other regions, from over 100 universities including mainland China, Hong Kong, Macau, Taiwan, Canada, and other countries.
- **Number of Participants:**  
It is estimated that there will be alumni from over 100 universities from mainland China, Hong Kong, Macau, Taiwan, Canada, and other countries who will participate either individually or jointly organized into badminton teams. The estimated number of participants is over 1,500 including athletes, invited guests, journalists, and staff members. The number of on-site spectators and followers is expected to exceed 10,000, from over 100 Chinese university Canada alumni associations, and Chinese community associations, news media, other organizations in Toronto and other regions. The total population coverage is expected to exceed 50,000.

### **Sponsorship Program**

We plan to establish the following sponsorship tiers:

- **Title Sponsor:** CAD \$10,000 (1 sponsor. If multiple sponsors express interest in title sponsorship simultaneously, resolution will be reached through negotiation.)
- **Diamond Sponsors:** CAD \$4,000 (1-2 sponsors)
- **Platinum Sponsors:** CAD \$2,500 (1-2 sponsors)
- **Gold Sponsors:** CAD \$1,000 (2-8 sponsors)
- **Silver Sponsors:** CAD \$500 (4-10 sponsors)
- **Friendship Sponsors:** Various amounts (Cash or in-kind sponsorships starting from CAD \$200, subject to availability)

First-come, first-served. If sponsors have special requests, they are welcome to negotiate with the organizing committee.

1. **Title Sponsorship Benefits:**

The event will be named 'XXXX 2024 University Alumni Badminton Canada Tournament' with the title sponsor's name (XXXX) incorporated. For any special requirements, sponsors are welcomed to discuss with the organizing committee.

- Title sponsor's presence at press conferences, opening and closing ceremonies as well as award ceremony for championship trophy and gold medal
- Engraving of title sponsor's name on championship trophy and medals
- Extensive promotion in over 100 University Alumni WeChat groups, websites, and media outlets for at least 6 months pre and post-event
- Permission to use event name in sponsor's own promotional materials
- Branding on all printed materials (posters, manuals, signage)
- Prime advertising space at the venue (posters, pull-up banners, and hanging banners are at sponsor's own cost and should adhere to the principles of safety and reasonableness. Their size and placement must comply with the regulations set by the organizing committee and the competition venue)
- Production and distribution of event souvenirs with sponsor's name (at sponsor's own cost)
- Athletes and event volunteers can prioritize wearing T-shirts printed with the title sponsor's name on the back if title sponsor has the wish (T-shirts are at sponsor's extra cost)
- Title sponsor's advertisement on back cover or prominent inside positions of the event booklet
- Other special reward discussed and with permission of the organizing committee

## 2. Diamond Sponsorship Benefits:

- Engraving of sponsor's name on runner-up medal
- Presence at press conferences, opening and closing ceremonies as well as award ceremony for runner-up medal
- Extensive promotion in over 100 University Alumni WeChat groups, websites, and media outlets for at least 6 months pre and post-event
- Permission to use event name in sponsor's own promotional materials
- Prominent advertising space at the venue (posters, pull-up banners, and hanging banners are at sponsor's own cost and should adhere to the principles of safety and reasonableness. Their size and placement must comply with the regulations set by the organizing committee and the competition venue)
- Production and distribution of event souvenirs with sponsor's name (at sponsor's own cost)
- Sponsor's advertisement on prominent positions inside the event booklet

## 3. Platinum Sponsorship Benefits:

- Engraving of sponsor's name on third-place medals

- Presence at press conferences, opening and closing ceremonies as well as award ceremony for third-place medal
- Extensive promotion in over 100 University Alumni WeChat groups, websites, and media outlets for at least 6 months pre and post-event
- Permission to use event name in sponsor's own promotional materials
- Advertising space at the venue specified by the Organizing Committee (posters, pull-up banners, and hanging banners are at sponsor's own cost and should adhere to the principles of safety and reasonableness. Their size and placement must comply with the regulations set by the organizing committee and the competition venue)
- Production and distribution of event souvenirs with sponsor's name
- Sponsor's advertisement inside the event booklet

#### 4. Gold Sponsorship Benefits:

- Presence at press conferences, opening and closing ceremonies as well as award ceremony
- Extensive promotion in over 100 University Alumni WeChat groups, websites, and media outlets for at least 6 months pre and post-event
- Permission to use event name in sponsor's own promotional materials
- Advertising space at the venue specified by the Organizing Committee (posters, pull-up banners, and hanging banners are at sponsor's own cost and should adhere to the principles of safety and reasonableness. Their size and placement must comply with the regulations set by the organizing committee and the competition venue)
- Production and distribution of event souvenirs with sponsor's name
- Sponsor's advertisement inside the event booklet

#### 5. Silver Sponsorship Benefits:

- Presence at press conferences, opening and closing ceremonies as well as award ceremony
- Extensive promotion in over 100 University Alumni WeChat groups, websites, and media outlets for at least 6 months pre and post-event
- Permission to use event name in sponsor's own promotional materials
- Advertising space at the venue specified by the Organizing Committee (posters, pull-up banners, and hanging banners are at sponsor's own cost and should adhere to the principles of safety and reasonableness. Their size and placement must comply with the regulations set by the organizing committee and the competition venue)
- Production and distribution of event souvenirs with sponsor's name
- Sponsor's advertisement inside the event booklet

#### 6. Friendship Sponsorship Benefits:

- Presence at press conferences, opening and closing ceremonies as well as award ceremony

- Extensive promotion in over 100 University Alumni WeChat groups, websites, and media outlets for at least 6 months pre and post-event
- In-kind sponsorships accepted (badminton, event prints, food and drinks, meals for volunteers and or event celebration banquet, or other items)
- Production and distribution of event souvenirs with sponsor's name
- Advertising space at the venue specified by the Organizing Committee (posters, pull-up banners, and hanging banners are at sponsor's own cost and should adhere to the principles of safety and reasonableness. Their size and placement must comply with the regulations set by the organizing committee and the competition venue)
- Sponsor's advertisement inside the event booklet

**Our Contacts:**

For sponsorship inquiries or further information, please contact,

Mr. Cheng Bin

Chairman of the University Alumni Badminton Canada Tournament Organizing Committee

Honorary President of the Xi'an Jiaotong University Toronto Alumni Association

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Mr. Wang Jun

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Or any member of the Canadian University Badminton Tournament Organizing Committee.