



Sponsorship Proposal



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The Marketing Audience

The Showcase of Champions Tournament offers an excellent opportunity to capitalize on the growing soccer interest throughout Ottawa, and Canada. The demographics in Ottawa, makes this particular tournament an ideal venue for product and service marketing at one of the largest, and most competitive soccer tournaments in Canada. The Tournament is especially suited for local businesses within Ottawa, as well as regional businesses with an average of 70% of teams travelling from out-of-town. Sponsorship not only demonstrates local support from the business, but also provides positive impressions for visitors from outside the sponsor's marketing location.



About The Showcase of Champions

The Showcase of Champions is one of the most competitive tournaments in Canada with Canadian and US University and College coaches in attendance.

2016 marks the 5th year the Showcase will take place, and in its history has seen teams from Alberta, Quebec, Nova Scotia, New Brunswick, Ontario, Texas, New York, Pennsylvania, etc.. take part in the tournament.

The Showcase of Champions is a 3-day event, which includes a combine for players to train in front of College, and University coaches from across North America, a University Education Seminar, as well as game play.

As the Showcase continues to grow, and 2016 will exceed expectations hosting the following:

- Over 120 teams ages 13-18 both boys and Girls
- Over 2,200 soccer players
- 51 different clubs
- Over 5,000 spectators
- 40 US & Canadian Universities in attendance
- A College Combine to be attended by over 200 players
- A University Seminar attended by more than 300 players



Sponsorship Packages

The Showcase of Champions would like to offer you one of our sponsorship packages for the 2016 Showcase of Champions Tournament. As a corporate sponsor, your company name and profile will be displayed throughout the tournament at the three-day event, at three different field locations across Ottawa.

Our Sponsorship Packages Include:

TITLE SPONSORSHIP PACKAGE

\$5,000

PLATINUM SPONSORSHIP PACKAGE

\$3000

GOLD SPONSORSHIP PACKAGE

\$2000

SILVER SPONSORSHIP PACKAGE

\$500-\$1,000



Title Sponsor Package - \$5000

- Exclusive Naming rights as the Tournament Title Sponsor
- Sponsor may set up booth at fields or Tournament Headquarters for distribution of promotional materials. Size and location subject to approval
- Advertising on the fencing at tournament venues
- Metal Ribbon naming right
- Media advertising including newspapers identifying your company as the tournament title sponsor
- Linked Ad on our Web Page – Home Page
- Full Page Ad in our Schedule Book / College Guide
- Banner / Logo display at Registration
- Company Logo Screened on Combine Player T-Shirts (250)

Platinum Sponsor Package - \$3,000

- Sponsor may provide promotional materials for inclusion in registration packages distributed to all teams and players.
- Linked Ad on our Web Page – Home Page
- Full Page Ad in our Schedule
- Banner/Logo display at Registration

Gold Package - \$2000

- Sponsor may provide promotional materials for inclusion in registration
- Linked Ad on our Web Page – Home Page
- Full Page Ad in our Schedule Book

Silver Package - \$500 - \$1,000

- Half Page Ad in our Schedule Book - \$500
- Half Page Ad in our Schedule Book plus linked ad on our website - \$1,000