



***SPONSORSHIP  
OPPORTUNITIES***

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# THE SUN YOUTH HOLIDAY CLASSIC BASKETBALL TOURNAMENT

## 42ND EDITION

[Click here to visit the Tournament page >](#)

The Holiday Classic is an opportunity for Sun Youth basketball players to make their mark by competing against the best teams from Quebec, Canada, the United States and abroad. Throughout the years, the tournament hosted legendary teams such as Riverside Church Hawks (NYC), Vermont Academy and the U19 Chinese National Team.

Over the last 42 years, the tournament has become a premier event for showcasing young Canadian talent, creating buzz and attracting several recruiters and coaches from Canadian universities and the NCAA. Some of our past tournament alumni include Andrew Wiggins, Bruce Brown and Samuel Delambert. Sun Youth's own Eze Dike-Nwagbara is presently playing at Yale University; Nathan Grant is now HeadCoach of Laval University Men's team, and Maurice Joseph is the assistant coach at Farleigh Dickinson University.



Support  
our teams!



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200+ players aged 16 to 21 participate in the tournament  
600+ fans attend the games over 3 days

**Thousands of followers/viewers** on social media

**Dates:** December 15 to 17, 2023

**Locations:** Collège Jean de Brébeuf & Pensionnat Saint-Nom-de-Marie.

THE PROFITS RAISED THROUGH THE TOURNAMENT, INCLUDING SPONSORSHIPS, ARE ENTIRELY USED TO FINANCE SUN YOUTH'S BASKETBALL ACTIVITIES.

THE NON PERISHABLE FOOD COLLECTED ON SITE WILL BE DISTRIBUTED IN THE CHRISTMAS BASKETS HANDED OUT TO THOUSANDS OF FAMILIES IN NEED.

# Sponsorship opportunities



## Marquee Sponsor Hornets Package

Exclusive!

- **Exclusive integration of your company name in the official event name:**

["The Sun Youth Holiday Classic Basketball Tournament powered by *YOUR COMPANY NAME*"]

- **Premier position** of your company name **AND** logo in **ALL** promotional material and advertising, and mention of your financial implication:

- o Mention of your contribution in our press releases.
- o Excellent visibility on social media.
- o Name and/or logo on the event webpage.
- o Name and/or logo on the event banner.
- o Name and/or logo on the event t-shirt.
- o Name and/or logo on the email signature of the event.
- o Name and/or logo on the partners page of our website.
- o Official speeches (presence of your spokesperson; special thanks from our MCs)

- Option to provide **promotional items**

- Addition to our main partner list in our annual report,

**Cost: \$20,000**



## 1<sup>st</sup> Quarter

- **Premium name and logo positioning** of your company name **AND** logo in **MAIN** promotional material and advertising, and mention of your financial implication:

- o Mention of your contribution in our press releases.
- o Mention of your company name on our social media.
- o Name and/or logo on the event webpage.
- o Name and/or logo on the event banner.
- o Name and/or logo on the event t-shirt.
- o Name and/or logo on the partners page of the website.
- o Mention of your company by the event M.C.

- Option to provide **promotional items**

**Cost: \$10,000**

## 2<sup>nd</sup> Quarter

- Position of your company name **AND** logo in promotional material and advertising:

- o Mention of your company name on our social media.
- o Name and/or logo on the event webpage.
- o Name and/or logo on the event t-shirt.
- o Name and/or logo on a sign at the entrance.

**Cost: \$5,000**



## 3<sup>rd</sup> Quarter

- Position of your company name **AND** logo in promotional material and advertising:
  - o Name and/or logo on the event webpage.
  - o Name and/or logo on a sign at the entrance.
- Option to provide **promotional items**

**Cost: \$2,000**

## 4<sup>th</sup> Quarter

### ***Finale sponsorship***

- Position of your company name **OR** logo in promotional material and advertising:
  - o Event Web Page
  - o Banner in gym
  - o Post-event media communications

**Cost: \$1,500**



## Half Time

### ***Food sponsorship***

- Position of your company name **OR** logo:
  - o Posters in meal areas
  - o Post-event media communications

### ***Prize sponsorship***

- Position of your company name **OR** logo:
  - o Posters or banners in gym
  - o Post-event media communications

**Value: \$500 or more**

***YES,  
I WANT TO  
BECOME A  
SPONSOR!***



## *Make a difference* Your sponsorship

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In basketball, as in all our sports programs, our goal is to offer the best opportunities to participants from underprivileged backgrounds. Thanks to the financial support of our donors and sponsors, we are able to fund these young people's participation in our programs, to make sports accessible to as many people as possible. Organizing a basketball tournament incurs significant costs, especially for a community organization like ours. Your sponsorship can make a huge difference in the lives of young people.

## *Contact* > Sun Youth

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