



2026 SPONSORSHIP OPPORTUNITIES

THE SUN YOUTH HOLIDAY CLASSIC

MORE THAN A
BASKETBALL TOURNAMENT

45TH EDITION

DECEMBER 11-13, 2026

7501 ST-LAURENT BOULEVARD • MONTRÉAL
sunyouth.org



JEUNESSE AU SOLEIL - SUN YOUTH

JEUNESSE AU SOLEIL · SUN YOUTH

70+ YEARS

OF COMMUNITY IMPACT

For more than 70 years, Sun Youth has been a trusted Montréal institution, supporting individuals and families while creating opportunities for young people through sport, education and recreation.

AN INSTITUTION BUILT AROUND PEOPLE

A LEGACY THAT MOVES FORWARD.

The Holiday Classic is part of that legacy: a basketball tradition that brings together athletes, families, coaches, partners and community around opportunity, excellence and belonging.



TOURNAMENT + INSTITUTION + NEW HOME

Three stories, one community platform.

THE NEW HOME OF THE HOLIDAY CLASSIC

A NEW COURT. A NEW CHAPTER.

Sun Youth's brand-new gymnasium · 7501 St-Laurent Boulevard

A contemporary home for athletes, families, partners and the Montréal basketball community.

THE HOLIDAY CLASSIC

A TOURNAMENT WITH A DOUBLE IMPACT

For more than four decades, the Holiday Classic has brought together talented young players from Quebec, Ontario, elsewhere in Canada and the United States.

Athletes compete at a high level, gain exposure and build confidence, discipline and teamwork. Sponsorship helps stage the tournament, while net proceeds support Sun Youth's year-round Sports & Recreation programs for children and youth ages 5-17.

SPORT TODAY. ACCESS ALL YEAR.

The holiday food drive adds another way for the basketball community to give back.



MORE THAN A BASKETBALL TOURNAMENT



A TOURNAMENT WITH A DOUBLE IMPACT

For more than four decades, the Sun Youth Holiday Classic has brought together talented young basketball players from Quebec, Ontario, elsewhere in Canada and the United States. The tournament gives athletes the opportunity to compete at a high level, gain exposure to university coaches and recruiters, and build confidence, discipline and teamwork through sport.

But the impact of the Holiday Classic extends beyond the basketball court.

Sponsorship support helps make the Holiday Classic possible by helping cover the costs of staging the tournament. Net proceeds support Sun Youth's year-round Sports & Recreation programs for children and youth ages 5–17, helping make organized sport more accessible to young people in our community.

In the spirit of the holiday season, participating teams, spectators and guests will also be encouraged to bring non-perishable food items to support Sun Youth's Food Bank and help local families during the holidays.

HORNETS

A PROVEN TALENT SHOWCASE

Over its history, Holiday Classic participants have gone on to compete in the NBA, NCAA and U SPORTS, while others have built careers as coaches, referees and basketball leaders.

JOEL ANTHONY	Two-time NBA champion and Canadian Olympian.
ANDREW WIGGINS	NBA champion and first overall selection in the 2014 NBA Draft. Holiday Classic participant with Vaughan at age 15.
BRUCE BROWN	NBA champion who competed at the 2015 Holiday Classic with Vermont Academy.
SAMUEL DALEMBERT	13 seasons NBA veteran who also represented Canada internationally.
EZE DIKE-NWAGBARA	Sun Youth alumnus and Yale University graduate.
MAURICE JOSEPH	Sun Youth alumnus who went on to an NCAA playing and coaching career.

PAST PARTICIPATING PROGRAMS

Riverside Church · Kimball Union Academy · Winchendon School · Thetford Academy · Vermont Academy · St. Thomas More · Sherbrooke · Canada Topflight Academy · Notre Dame (Sask.)

TOGETHER, THE TOURNAMENT AND THE PROGRAMS IT SUPPORTS CREATE A DOUBLE IMPACT.

The holiday food drive adds another opportunity for the basketball community to give back.

2026 AT A GLANCE

45TH EDITION

100-120

HIGH-LEVEL ATHLETES

8-10

TEAMS ANTICIPATED

4

GAMES PER DAY

800+

SPECTATORS EXPECTED

25-30

COACHES · STAFF · RECRUITERS

3 DAYS

DECEMBER 11-13



BEYOND THE TOURNAMENT

REACH + COMMUNITY IMPACT

24,000+

SOCIAL MEDIA FOLLOWERS

22,000+*

EMAIL CONTACTS

88,000+

ANNUAL WEBSITE VISITORS

LIVE

YOUTUBE + FACEBOOK

600+

CHILDREN & YOUTH
IN SPORTS & RECREATION
ANNUALLY

*Email audiences may overlap.

PARTNERSHIP

WHY PARTNER WITH US?

Align your brand with a longstanding Montréal basketball tradition and a community institution with more than 70 years of impact.

SUPPORT

YOUNG ATHLETES

IMPACT

THE COMMUNITY

CONNECT

WITH AN ENGAGED AUDIENCE

BE SEEN

ACROSS MULTIPLE CHANNELS

ENGAGE

THROUGH MEMORABLE EXPERIENCES



2026 SPONSORSHIP OPPORTUNITIES

PRESENTING PARTNER

\$15,000

1 EXCLUSIVE OPPORTUNITY

The Holiday Classic's premier partnership, with your organization recognized as ?The Sun Youth Holiday Classic presented by [Sponsor].?

Exclusive naming recognition · category exclusivity where applicable · premier logo placement · digital and livestream recognition · activation opportunity · awards participation · 10 complimentary passes.

Activation opportunity

Ways for a sponsor to be present or take a concrete action during the tournament, beyond logo placement.

CHOOSE YOUR LEVEL

45TH ANNIVERSARY PARTNER**\$8,500**

High-visibility anniversary partnership positioned just below Presenting.

CHAMPION PARTNER**\$5,000**

Premium brand positioning and meaningful audience engagement.

ALL-STAR PARTNER**\$2,500**

Strong event and digital visibility for organizations aligned with youth basketball.

TEAM PARTNER**\$1,500**

Put your brand behind a participating team and connect with the athlete experience.

COMMUNITY PARTNER**\$750**

An accessible way for local businesses and organizations to demonstrate support for youth and sport.

CORE SPONSORSHIP BENEFITS AT A GLANCE

BENEFIT	PRESENTING \$15,000	45TH ANNIVERSARY PARTNER \$8,500	CHAMPION \$5,000	ALL-STAR \$2,500	TEAM \$1,500	COMMUNITY \$750
Availability	1 - Exclusive	Maximum 2	Maximum 3	Maximum 6	1 per team	Maximum 12
Presenting naming rights	✓					
Category exclusivity, where applicable	✓	✓				
Premium logo placement	✓	✓	✓			
Holiday Classic webpage	✓	✓	✓	✓	✓	✓
Social media recognition	✓	✓	✓	✓	✓	✓
Sun Youth-issued press materials, where applicable	✓	✓	✓	✓		
Court / venue signage	Premier	✓	Prominent	✓	✓	Shared
Livestream recognition	✓	✓	✓	✓	✓	
MC / PA recognition	✓	✓	✓	✓	✓	
Promotional item distribution	✓	✓	✓			
On-site activation opportunity	✓	✓	✓			
Opening / awards participation	✓	✓				
Complimentary passes	10	8	6	4	2	2
Post-event recognition	✓	✓	✓	✓	✓	✓

Team associations are subject to tournament scheduling, team participation and availability.

VISIBILITY THAT SCALES WITH YOUR PARTNERSHIP

NAMING + EXCLUSIVITY

Presenting and select premium levels

IN-VENUE VISIBILITY

Court and venue signage · MC / PA
recognition

DIGITAL RECOGNITION

Holiday Classic webpage · social media
· post-event

LIVESTREAM

Recognition across streamed tournament
coverage

FULL BENEFIT DETAILS ARE CUSTOMIZED TO EACH LEVEL AND SUBJECT TO AVAILABILITY.

Team associations and activation benefits remain subject to tournament scheduling, participation and production timelines.

SPECIAL SPONSORSHIP OPPORTUNITIES

OWN A MOMENT.

MEAL PARTNER **\$1,500**

Fuel meals and snacks for athletes and volunteers.

DIGITAL & LIVESTREAM **\$1,500**

Extend the game beyond the gym.

ATHLETE AWARDS **\$1,000**

Support MVP awards, trophies and athlete honours.

HALFTIME PARTNER **\$750**

Bring energy to the court with an activity or contest.

MAKE YOUR PRODUCT PART OF THE GAME.

For brands with a natural connection to sport, Sun Youth can develop customized partnerships combining cash and in-kind support.

ATHLETE WATER BOTTLES

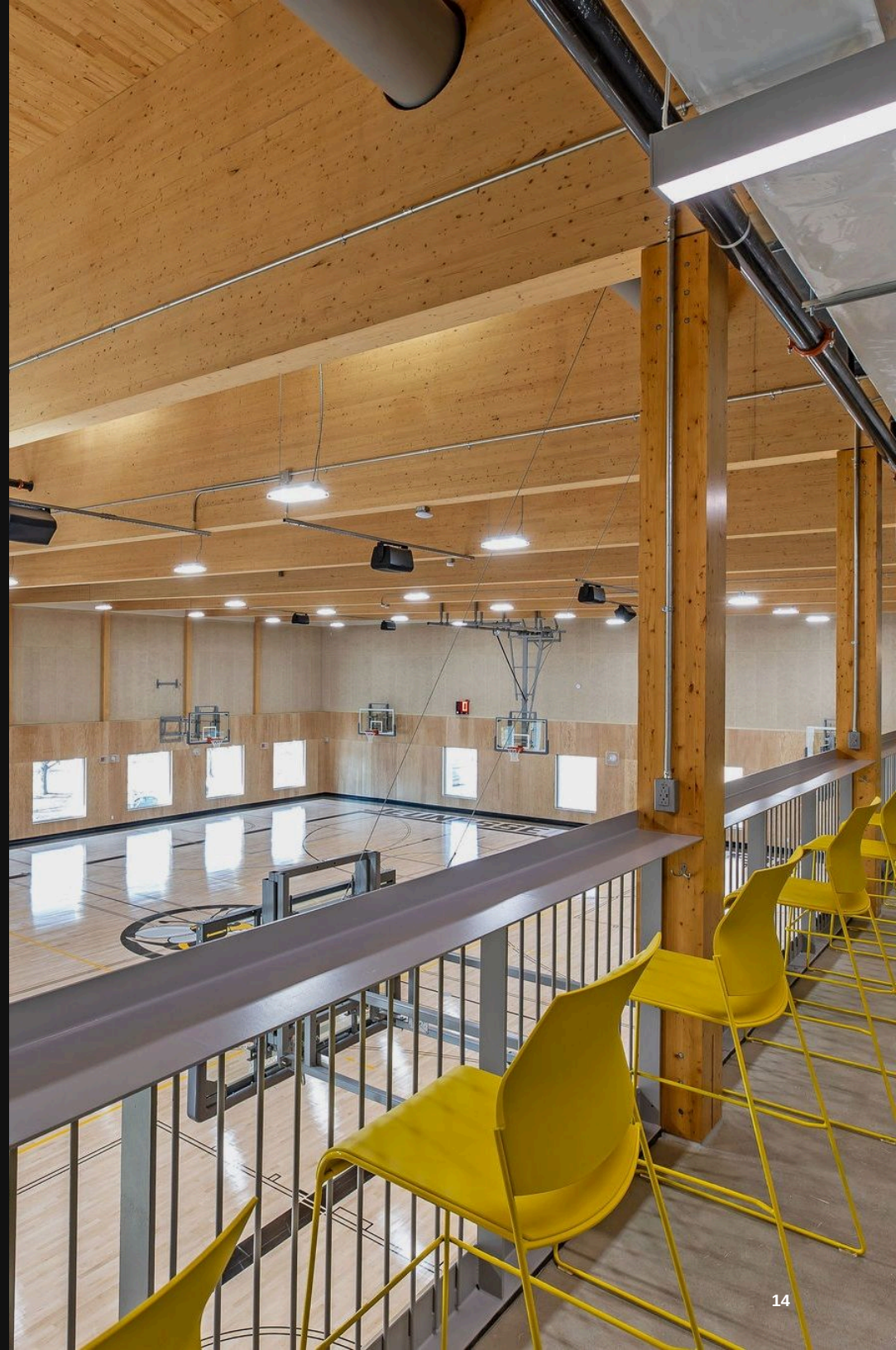
\$3,000

Reusable co-branded bottles for players and coaches.

TOURNAMENT WRISTBANDS

\$1,000

Branded wristbands for spectators and participants.



DETAILS, CONDITIONS + TIMELINES

SPECIAL SPONSORSHIP OPPORTUNITIES

These exclusive opportunities allow an organization to associate its brand with a specific, highly visible element of the Holiday Classic. They may be purchased independently or combined with a sponsorship level, subject to availability.

MEAL PARTNER — \$1,500 OR IN-KIND EQUIVALENT

Fuel the Tournament

Help provide meals and snacks for athletes and volunteers. Includes meal-area branding, Holiday Classic webpage recognition, on-site recognition and post-event acknowledgement.

DIGITAL & LIVESTREAM PARTNER — \$1,500

Extend the Game Beyond the Gym

Support the tournament's digital presence and livestream coverage. Includes livestream branding, webpage recognition, tournament-related social media recognition and post-event acknowledgement.

ATHLETE AWARDS PARTNER — \$1,000

Celebrate Achievement

Support MVP awards, trophies and athlete honours. Includes awards branding, an on-court presentation opportunity where appropriate, webpage recognition and post-event acknowledgement.

HALFTIME PARTNER — \$750

Bring Energy to the Court

Sponsor a halftime activity, contest or competition. Includes MC/PA recognition, on-court visibility, webpage recognition and post-event acknowledgement.

CUSTOM & PRODUCT PARTNERSHIPS

For companies whose products or services have a natural connection to sport, Sun Youth can develop customized partnerships combining cash and in-kind support. These opportunities may be offered independently or combined with a sponsorship level, subject to availability.

BRANDED ATHLETE WATER BOTTLES — \$3,000

Sun Youth will provide reusable, high-quality water bottles for participating players and coaches, co-branded with the sponsor.

BRANDED TOURNAMENT WRISTBANDS — \$1,000

Branded silicone wristbands for distribution to spectators and participants. Production timelines and final design approval apply.

OFFICIAL PRODUCT / CATEGORY PARTNERS

APPAREL | FOOTWEAR | BASKETBALLS | HYDRATION | SPORTING GOODS | TRAINING & FITNESS

PARTNERSHIP NOTES

Recognition and activation benefits are subject to production timelines, tournament requirements and availability. References to press or media recognition refer to Sun Youth-issued communications and materials, where applicable; third-party media coverage cannot be guaranteed.

KEY DATES

October 30, 2026 — deadline for inclusion in print and on-court materials.

November 20, 2026 — sponsorships may still be eligible for digital recognition.

Within 15 business days after the tournament — post-event fulfilment report.

FULL RECOGNITION AND ACTIVATION BENEFITS REMAIN SUBJECT TO AVAILABILITY, PRODUCTION TIMELINES AND TOURNAMENT REQUIREMENTS.

JOIN US ON THE COURT

BE PART OF THE 45TH EDITION.

Partner with us to create opportunities for young athletes, strengthen access to sport and connect your organization with one of Montréal's longstanding basketball traditions.

TO DISCUSS A SPONSORSHIP

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