



Seeking City Championship Title Sponsor Calgary Minor Basketball Playoff Title Sponsor

CMBA serves over 7,000 athletes annually, offering programs designed to develop skills, foster teamwork, and instill lifelong values through basketball. The CMBA City Championship represents the culmination of our season, drawing players, families, coaches, and fans from across the city. The event features:

- **Two weekends of action-packed games** across multiple venues, with over 4000 athletes competing.
- **Attendance of thousands of spectators**, including families, community members, and supporters.
- **A media spotlight** showcasing the event across multiple channels.

The playoffs are a celebration of Calgary's youth and a testament to the power of sport to bring people together.

The Opportunity

Calgary Minor Basketball Association (CMBA) is thrilled to announce the opportunity for an organization to partner with us as the **Title Sponsor** of the CMBA City Championship. This premier event celebrates the achievements of thousands of young athletes across Calgary, showcasing their dedication, skill, and sportsmanship. As the Title Sponsor, your brand will become synonymous with a pivotal moment in their journey, gaining unparalleled visibility and connection with our vibrant community through the fastest growing sport in Canada.

Why Sponsor the CMBA City Championship?

Becoming the Title Sponsor of the CMBA Playoffs is more than a branding opportunity, it's a chance to make a lasting impact. Here's why this partnership is invaluable:

1. **Unmatched Community Visibility**
 - Your brand will headline all playoff-related materials: digital campaigns, print media, venue signage, and championship awards.
 - Reach thousands of families who are passionate about youth development and athletics.
2. **Association with Excellence and Growth**
 - Align your organization with CMBA's values of excellence, teamwork, and community engagement and position your brand as a champion of youth sport.
3. **Expansive Digital Reach**
 - Premium coverage across CMBA's social media platforms, newsletters, and website, reaching an engaged audience of 7000+ followers.
4. **Interactive On-Site Presence**
 - Showcase your organization through interactive booths, branded giveaways, or experiential marketing at venues.
 - Engage directly with players, parents, and fans during key moments of the playoffs.

5. Make a Difference in the Community

- Your sponsorship helps CMBA grow programs that enhance youth participation, including initiatives targeting underrepresented populations.
- Leave a legacy as a champion for inclusivity and opportunity in sport.

What We're Looking For

We seek a partner who shares our vision of fostering a vibrant, inclusive, and supportive sports community. The Title Sponsor will play a critical role in enhancing the experience for our athletes and their families while showcasing the positive impact of basketball on Calgary's youth.

Sponsorship Deliverables

As the CMBA Playoff Title Sponsor, your organization will receive:

- **Naming Rights:** Your brand featured as part of the official playoff name (e.g., "2024 CMBA Playoffs presented by [Your Company]").
- **Prominent Brand Placement:** Option for court signage, trophies, and more.
- **Marketing Exclusivity:** First choice for activation opportunities at events.
- **Community Engagement Opportunities:** Tailored ways to connect with players, families, and coaches
- **Early Access to Future Sponsorship Opportunities**

Proposal Requirements

To be considered, please include:

1. A brief introduction to your organization.
2. Why this partnership aligns with your brand values.
3. A summary of how your organization will leverage the sponsorship.
4. Financial commitment and any additional value you can bring to the partnership.

Deadline and Submission

Proposals are due by February 7th at 4pm. Please send all submissions to k.king@cmba.ab.ca. For further inquiries, contact Executive Director Ken King at that same email.

Join Us in Making an Impact

This is your chance to elevate your brand while directly supporting youth development and community building through sport. We look forward to partnering with you to make the 2024 CMBA Playoffs an extraordinary event!

Sincerely,



Ken King

Executive Director, Calgary Minor Basketball Association