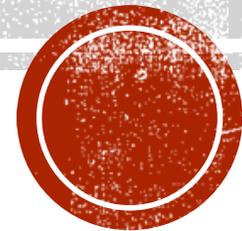


NAISMITH 3X3 CANADA QUEST BASKETBALL TOURNAMENT:

SPONSORSHIP PACKAGE

Event Date: August 10 & 11, 2019

ALMONTE, ONTARIO





3X3 BASKETBALL IN THE HEART OF ALMONTE, ONTARIO (OTTAWA)

Dr. James Naismith, inventor of basketball, spent his early years in Almonte, and every August the town comes alive with those who love the game.

Since its inception 27 years ago, more than 7,500 people have participated, and hundreds of youth players have benefitted from the tournament's proceeds.

This year, in addition to our youth recreational divisions, we are thrilled to be partnering with **Canada Basketball** to include an Elite division as part of the **3X3 Canada Quest** series! 3X3 will be a demonstration sport in the 2020 Olympics, and winners from our event will qualify for the National 3X3 finals, and a chance to represent Canada at the very first 3X3 Olympic competition!

All ages and abilities are welcome, and all youth competition will happen on Saturday, August 10th. Elite divisions will compete on Saturday, with play-offs taking place on Sunday, August 11th.

The 3X3 Canada Quest series attracts teams from near and far to compete for tour points, giving us a chance to show off our town's love for the game, and the legacy of Dr. James Naismith.



ABOUT NAISMITH BASKETBALL ASSOCIATION

Naismith Basketball is respected for its grassroots basketball programs offered to youth in Lanark County. A value-driven sport that is founded on the core values of fairness, excellence, inclusion and fun.

The Association represents all basketball interests by providing leadership, coordination and direction in the promotion of health and wellness through sport and physical activity.

We offer inclusion and accessibility in community team spirit programs that focus on youth aged 5-17 years. The Association is responsible for increasing the 'NAISMITH' brand through awareness initiatives and is mindful of our past, present and future; building on the legacy of our inventor and taking pride in our community.

Naismith Basketball Association is also proud to partner with NBA Canada to bring the Jr. NBA program to Almonte and Carleton Place. In 2016, Almonte was also the proud recipient of an NBA Cares grant to refurbish an outdoor court at Augusta Park.



*Be strong in body, clean
in mind, lofty in ideals.*

James Naismith



About the event...

The 3X3 tournament has been held on the streets of Almonte for the past 26 years. Teams of 4 compete in every age category (including adult). It is the primary source of Naismith Basketball Association's fundraising dollars, and allows the league to sponsor youth who might not otherwise be able to play. Tournament proceeds also support the Naismith Basketball Student Award (Grant for graduating student from Almonte/Carleton Place).

The 2018 tournament drew over 300 players in 14 categories, culminating in the competitive finals on centre court.

This year, with the addition of the 3X3 Canada Quest partnership, visibility and interest will be at an all-time high, and we expect close to 100 teams (400 participants, plus hundreds of spectators and volunteers).

Prizes are awarded to winning teams at all levels, and all participants receive a loot bag at registration that includes an event t-shirt and other swag. In addition, prizes are awarded for team "uniforms" – many teams create their own.

There are countless opportunities for sponsor activation over the two day event, including media, signage, speaking opportunities, logo recognition on event materials, and more.

RESERVE YOUR SPOT SOON to ensure maximum visibility for your organization!

SPONSORSHIP OPPORTUNITIES SUMMARY

Presenting Sponsor	\$10,000
Lead Sponsor (2)	\$5,000
Centre Court Sponsor	\$2,500
Division Sponsors	\$1,000
Hoop Sponsors	\$250
Loot Bag Sponsor(s)	
Friends of Naismith	\$125
Prize sponsors/donors	



OVERVIEW OF SPONSORSHIP BENEFITS

Marketing/Visibility

- List of sponsors on event website, Facebook and Twitter pages
- Sponsor recognition on event promotions, loot bags and event signage/posters
- Presenting sponsor – mention in media release and all event promotions, logo recognition on event t-shirt
- Lead Sponsor (2) – mention in media release, event promotions, logo recognition on prizing for winning teams (Youth divisions)
- Division sponsors – Co-branding of age divisions with sponsor name.

Event Day

- Mention of all sponsors by emcee throughout the day
- Sponsor signage onsite – corporate banners supplied by sponsors
- Presenting sponsor/Centre Court Sponsor – Logo recognition, opportunity to speak during lunch ceremonies/awards ceremonies
- Division sponsors – opportunity to present prizes to winning team for their sponsored division



NAISMITH BASKETBALL

SPONSORSHIP & COMMUNICATION CONTACTS:

For more information on sponsorship or event communications, please contact:

Karen Milligan, Event Chair & Sponsorship
613-407-5100
kfredmilligan@gmail.com

William Gerber, Sponsorship

