

# NAISMITH



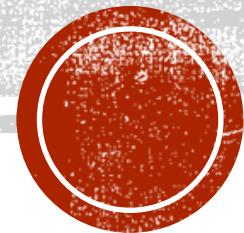
# BASKETBALL

## 30TH ANNUAL NAISMITH 3X3 BASKETBALL TOURNAMENT:

SPONSORSHIP PACKAGE

Event Date: August 6, 2022

ALMONTE, ONTARIO







# BASKETBALL IN THE HEART OF ALMONTE, ONTARIO

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.

Kids of all ages (big kids too) put teams of 4 together and enjoy a great day of 3X3 basketball. Music, great food, and lunch hour contests round out the day.

Since its inception, this tournament draws hundreds of players and spectators from near and far.

Over the years, more than 7,500 people have been involved, and hundreds of youth players have benefitted from the tournament's proceeds.

At our last event, more than 300 players participated, and more than 300 others came to volunteer, or just to watch the action – don't miss your opportunity to be a part of this exciting summer event!





# 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 offer "Little Naismith" for younger players who are just being introduced to the game. 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 29 years excluding the last 2 due to Covid restrictions. This year we are happy to return to this popular event. 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 2019 tournament drew over 300 players in 14 categories, from Lanark, Ottawa, and Toronto area.

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 is a main stage for the event, as well as bleachers set up on centre court where final games and lunch hour contests take place.

## SPONSORSHIP OPPORTUNITIES SUMMARY

Title Sponsor	\$10,000
Presenting Sponsor	\$5,000
Centre Court Sponsor	\$2,500
Division Sponsors	\$1,000
Hoop Sponsors	\$250
Friends of Naismith	\$125
Prize sponsors	



# 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
- 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 on t-shirt, opportunity to speak during lunch ceremonies/awards ceremony
- Division sponsors – opportunity to present prizes to winning team for their sponsored division



Sponsor Level	Value	Sponsor Benefits	Recognition
<b>Title Sponsor</b>  <i>28th Annual Naismith 3on3...brought to you by “Sponsor Name”</i>	\$10,000	As the premier sponsor for the event, the Title Sponsor is offered co-branding recognition on all event materials (including media releases, promotional materials and online channel promotions). Title Sponsor is invited to display corporate banners in high-traffic areas, and a speaking role at the Lunch and Awards Ceremonies.	<ul style="list-style-type: none"> <li>- Logo on all event materials</li> <li>- Logo on t-shirt</li> <li>- On Facebook page/website</li> <li>- On-site signage</li> </ul>
<b>Presenting Sponsor</b>	\$5,000		
Centre Court Sponsor	\$2,500	Centre Court Sponsors will receive mention and logo recognition on event communications (including event t-shirt), and will have the ability to display corporate signage on court. All competitive finals are played on Centre Court, with bleachers.	<ul style="list-style-type: none"> <li>- Logo on t-shirt</li> <li>- On Facebook page</li> <li>- On website with live link to sponsor website</li> </ul>
Division Sponsors	\$1,000	Division Sponsors will be recognized by naming an age division after the sponsor organization. Opportunity to provide branded prizing to winning teams, and to present to winning teams at the event (in addition to recognition on event promotions and signage on site).	<ul style="list-style-type: none"> <li>- Sponsor signage on site</li> <li>- Mention throughout the day in event program</li> <li>- Co-branding of age divisions/branded prizing</li> </ul>
Hoop Sponsors (12 available)	\$250	Signage at their sponsored “hoop”, mention in event program when announcing upcoming games, list of sponsors in event loot bags.	<ul style="list-style-type: none"> <li>- At assigned court</li> <li>- Name included in sponsor list (insert in loot bag) and onsite signage</li> </ul>
Friends of Naismith	\$125	Just for the love of basketball! Donors who wish to contribute to NBA to allow all youth to play will be recognized on website, on Facebook page, and in list of sponsors.	<ul style="list-style-type: none"> <li>- Name included in sponsor list (insert in loot bag/onsite signage)</li> </ul>



## SPONSORSHIP & COMMUNICATION CONTACTS:

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

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Or visit [www.naismithbasketball.ca](http://www.naismithbasketball.ca) for more information on our Association

