

2022 Wheelchair Basketball Holiday Hoopfest Sponsorship Prospectus

PRESENTED BY TOYOTA CANADA



PRESENTED BY



Registration:
\$1,500

Sign up your
team today!

Our Event **RIDEAU SPORTS CENTRE | OTTAWA, ON**

Join us on December 9th from 12-5PM for **Holiday Hoopfest**, a fun and inclusive 3-on-3 wheelchair basketball tournament that raises funds to support young Canadian athletes to be active, included and empowered! Hoopfest participants will experience the thrill and challenge of playing wheelchair basketball and have the opportunity to receive coaching tips from athletes and coaching staff.

How it works

16 TEAMS

Groups of 4-5 people compete in a fun round robin wheelchair basketball tournament. The final two winning teams compete for the title of Hoopfest Champion.

TEAM LEADER

The Team Leader will look after their team off court, ensuring the team knows where to go and what time(s) they are playing. Team Leaders will show their team how to play the game, give team members a strategy, and offer advice when needed. WBC will provide the officials, wheelchairs, Team Leaders, and basic instructions on how to play.



Sponsorship Opportunities



Your generous support empowers future generations of Canadian athletes to learn and grow within the sport from playground to podium. The funds raised at Hoopfest will support the Wheelchair Basketball Canada athletes to participate in programs to become leaders in their communities, both on and off the basketball court. These funds will also support athlete's journeys on the road to the World Championships that are being hosted in Ottawa in 2026!

~~\$15,000 Presenting Sponsor~~ **SOLD OUT**

\$10,000 Lead Sponsor

As a lead sponsor you will receive top tier recognition and branding leading up to and during the event.

Other items that are included:

- 1 Team Registration
- 1-2 min of speaking time to address the crowd (timing TBC by WBC)
- Pop-up activation/sampling (if applicable)
- Opportunity to co-present winning teams

\$3,500 Courtside and Facility Sponsor

As a courtside and facility sponsor you will receive brand recognition on the court and around the facility leading up to and during the event. Also included is 1 team registration.

\$5,000 Major Sponsor

As a major sponsor, we will work with you to identify a sponsored portion of the event. Major sponsors will also receive 1 team registration. Major sponsor activations can include 1 of the following:

- Beer and Wine Sponsor
- Dinner Sponsor
- Delegate Bag Sponsor
- Lanyard/Name Badge Sponsor
- Warm up/hydration Sponsor

Other ideas? Let's explore.

\$1,500 Supporter

As a supporting sponsor you will receive brand recognition on the court and around the facility leading up to and during the event.

All sponsorship opportunities include:

- Verbal recognition throughout the event
- Media recognition
- Company logo and brand recognition throughout the event and on the courts
- Opportunity for employee engagement

ABOUT WHEELCHAIR BASKETBALL CANADA

Wheelchair Basketball Canada is the national sport governing body responsible for the organization of wheelchair basketball in Canada. It is a non-profit, charitable organization that is committed to excellence in the development, support and promotion of wheelchair basketball programs and services for all Canadians.