



*"Linking professionals and businesses for the advancement of socio-economic well-being"*

## **CPB YOUTH BADMINTON OPEN TOURNAMENT 2009 SPONSORSHIP PACKAGE**

Dear Sponsor,

On August 1 and 2, 2009, we will be hosting our 8<sup>th</sup> Annual CPB Badminton Open Tournament at Humber College. In previous years, players of all ages have travelled from around GTA and as far as Ottawa to attend the largest, open, community badminton tournament in Canada.

In 2008, a maximum number of participants signed up as soon as we opened the registration process, and approximately 200 participants competed in our two-day event.

This year, the projected number of competitors is over 300, and we are working hard to create a high level of public visibility and exposure of the event through multi-media channels such as the Mississauga News, Rogers TV, many Chinese media outlets and websites, and the Ontario Badminton Association website.

That said, the success of the event relies heavily on support from corporations and organizations. We have enclosed a sponsorship package for your kind consideration and would be open to discuss ideas to ensure we meet your company's marketing objectives.

The Mississauga Board of Chinese Professionals and Business (CPB) is dedicated to *"linking professionals and business for the advancement of socio-economic well being"*. Our mandate includes the promotion of sport to the youth in our community. We are firmly committed to supporting recreational and competitive badminton activities within the province as evidenced by our promotion and growth of this tournament over the last 8 years.

If you have any questions, please contact us at any time.

Yours truly,

Kwok Wai Chan  
CPB Badminton Tournament Chair  
(416) 892-8163  
kwok@cpbbadminton.com

Tali Wong  
CPB VP, Youth  
(416) 931-1823  
twong1637@rogers.com

## BADMINTON SPONSORSHIP PACKAGES

\* Prize Equivalents that include merchandise, gift certificates or prizes.

### TITLE SPONSOR

**\$ 500 (\$ 1,000\*)**

- All Gold Sponsor Benefits plus
- Tournament named after sponsor (e.g. The CPB & XYZ Company Badminton Open 2009)
- Company banner will be in trophy ceremony pictures with all champions and finalists
- 10 spot advertisements will be made during the tournament
- Company advertising will be hung in front of all playing courts (main court exclusivity)

### GOLD SPONSOR

**\$ 400 (\$ 800\*)**

- All Silver Sponsor benefits plus
- Company banner will be in trophy ceremony pictures with event champions and finalists
- Tournament event named after company (e.g. the XYZ Company Mixed Doubles Event)
- Sponsor may have a booth inside the main gymnasium during the tournament
- Company advertising will be hung in front of the nets in the side courts
- Five spot advertisements will be made during the tournament
- Official Recognition: "Plaque of Appreciation" from CPB

### SILVER SPONSOR

**\$ 250 (\$ 500\*)**

- All Bronze Sponsor benefits plus
- Sponsor may have a booth in the main foyer during the tournament
- One spot advertisement will be made during the tournament
- Company name / logo on all advertising

### BRONZE SPONSOR

**\$ 100 (\$ 200\*)**

- Company name / logo displayed on website
- Company banner will be displayed at the tournament
- Company name will be acknowledged at the tournament
- Official Recognition: "Letter of Appreciation" from CPB

### Event Supporter Any donations or prize equivalent\*

- Official Recognition: "Letter of Appreciation" from CPB