

Sponsorship Opportunities

4 Teams. 1 Worthy Cause.



**CHRISTIE  
LAKE KIDS**



7th Annual Parliamentary Basketball Tournament  
Sunday, April 29th, 2018  
Adult High School

Presented by



At Christie Lake Kids, we believe the experience of growing up in poverty should not define a person or limit their potential. We offer year-round programs to Ottawa's most vulnerable children, giving them the chance to learn physical, character and social skills in a safe, encouraging, inclusive environment.

More than 600 kids from low-income families attend after-school & weekend programs like Art, Music and Hockey at inner-city community centres and spend two weeks every year at Christie Lake Camp in Perth. All of our programs are offered free of charge and with all supplies & transportation included!

Our staff and volunteers provide outreach throughout the year, surrounding children with support ~ teaching, encouraging and inspiring.

“Building Skills - Transforming Lives” is not just a tagline - it's what we do.



### CHRISTIE LAKE KIDS PROGRAMS ARE BASED ON THESE BASIC PRINCIPLES:

- All kids deserve a safe, healthy childhood.
- All kids deserve the opportunity to learn, to achieve, and to succeed.
- Teaching skills of all kinds not only builds those particular skills; it also builds self-esteem, social skills, and other positive qualities.
- Children from low-income families deserve the same recreational and skill-development opportunities as other children.
- Caring for children and youth is not just a private issue; it is a collective responsibility.



## TOURNAMENT DETAILS

The Parliamentary Basketball Tournament's genesis goes back to 2012 when two Conservative staffers, Daniel Bezalel Richardsen and Shiv Raj, thought that it would be a great idea to extend their weekly pick-up runs with Conservative MPs and staffers into a full-fledged tournament for charity that included parties from across the aisles working together for a good cause. In addition to a Liberal and NDP team, members of the Parliamentary Press Gallery participate as the fourth team.

In 2017, due to sponsor and fundraising efforts, we were able to deliver a valuable event, a fun day of sport and competition with participants (both Staffers and Parliamentarians) from Parliament Hill while raising over \$21,000 for CLK.

This year's event will begin with a Tournament Launch on Parliament Hill, hosted by returning tournament champions, MP Grewal and the Liberal Party. This is to take place on April 18<sup>th</sup>, in the Commonwealth Room from 4:00-8:00pm. All Sponsors will get an invitation to join us at this exclusive event.

The tournament will take place on **April 29<sup>th</sup>, 2018** at Adult High School. The event will feature friendly competition between three major federal political parties and members of the Parliamentary Press Gallery. The format is two simultaneous semi-final games, followed by a third-place match, and a final match with the winner taking home the illustrious Christie Lake Raj-Richardsen Cup.

This package outlines your opportunity to participate as an official sponsor – spread the word, engage your employees, and increase your community involvement.

We would be honoured to have you join us.



## EVENT SCHEDULE

Tournament Launch	April 18 <sup>th</sup> , 2018 Commonwealth Room Parliament Hill 5:00 – 7:00pm
Opening Ceremony & Tip-off	2:20 pm
Game play	2:20 – 6:00 pm
Closing Ceremony/Reception	6:00 pm

## PRESENTING SPONSOR

**\$10,000 (SOLD)**

- Branding of event as “presented by”
- High profile media exposure in all advertising (radio, television, CLK website, social media)
- Participation at opening and closing ceremonies
- Prominence of Logo in all printed material
- Recognition as Presenting Sponsor at all related events
- Premium placement of corporate banners during the event
- Opportunity to display additional corporate signage and/or product placement at event
- Tickets to the tournament launch and post-game reception
- Recognition in CLK Annual report, CLK e-newsletter



## OPENING AND HALF-TIME SPONSOR

**\$5,000 (SOLD)**

- Recognition as Game Opening and Half-Time Sponsor
- Logo/Name on all event signage
- Participation at the opening ceremonies and during Half-time
- All announcements referring to Opening Ceremonies or Half-time will include your company name
- Recognition as sponsor at all related events
- Opportunity to display additional corporate signage and/or product placement at event
- Tickets to the tournament launch and post-game reception
- Recognition on website, social media, CLK Annual Report



**PLATINUM SPONSOR****\$5,000 (3 Available)**

- Recognition as Platinum Sponsor
- Logo/Name on all event signage
- Participation at the opening ceremonies and during Half-time
- All announcements referring to our event will include your company name
- Recognition as sponsor at all related events
- Opportunity to display additional corporate signage and/or product placement at event
- Tickets to the tournament launch and post-game reception
- Recognition on website, social media, CLK Annual Report

**GOLD SPONSOR****\$2,500 (3 Available)**

- Recognition as Gold Sponsor
- Logo/Name on all event signage
- Participation at the tournament
- Recognition as sponsor at all related events
- Opportunity to display additional corporate signage and/or product placement at Launch
- Tickets to the tournament launch and post-game reception
- Recognition on website, social media, CLK Annual Report

**TOURNAMENT LAUNCH SPONSOR****\$2,500 (SOLD)**

- Recognition as Tournament Launch Sponsor
- Logo/Name on all event signage
- Participation at the Tournament Launch
- All announcements referring to the Tournament Launch will include your company name
- Recognition as sponsor at all related events
- Opportunity to display additional corporate signage and/or product placement at Launch
- Recognition on website, social media, CLK Annual Report



**RECEPTION SPONSOR****\$2,500 (SOLD)**

- Recognition as Reception Sponsor
- Logo/Name on all event signage
- All announcements referring to Reception will include your company name
- Participate in the Reception
- Recognition as sponsor at all related events
- Opportunity to display additional corporate signage and/or product placement at Reception
- Recognition on website, social media, CLK Annual Report

**WINNER'S PODIUM SPONSOR****\$1,500 (SOLD)**

- Recognition as Winner's Podium Sponsor
- Logo/Name on all event signage
- Participation at tournament's closing ceremony
- Recognition as sponsor at all related events
- Opportunity to display additional corporate signage and/or product placement at the tournament
- Recognition on website, social media, CLK Annual Report

**COURT SPONSOR****\$1,000 (SOLD)**

- Recognition as Court Sponsor
- Logo/Name on all event signage
- Signage with Logo displayed on 2 championship game final baskets
- Recognition on website, social media, CLK Annual Report

**BASKET SPONSOR****\$ 500 (2 Available)**

- Recognition as Basket Sponsor
- Logo/Name on all event signage
- Signage with Logo displayed on 2 game baskets
- Recognition on website, social media, CLK Annual Report



## CONTACT INFORMATION

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