



NORTH TORONTO BASKETBALL

2020-2021 "NTBA" SEASON SPONSORSHIP PROGRAM

Attention Parents/Guardians of Players in NTBA. WE NEED YOUR ASSISTANCE!!!

Background:

NTBA was founded in 1989 by 5 parents looking for their children to play in an organized basketball program. Today there are almost 1,000 boys and girls between the ages of 7 and 18 playing in both our House league and All-Star programs ("Rep").

The NTBA has developed a reputation as a high quality community-based kids sports organization and one of Ontario's premier basketball programs.

All coaches and organizers contribute their time on a volunteer basis.

The costs of running NTBA are increasing, especially the cost of gym space to accommodate our program.

The Need for Sponsors:

We require your assistance in obtaining additional corporate financial support to assist us in defraying the escalating costs of sustaining and building a high quality basketball program.

Business Benefits:

Depending upon the "level" chosen, the benefits can include:

Your corporate identity on all house league player jerseys; house league trophies; player schedules; coaches shirts, and the NTBA website (including a hotlink to your web site),

Strong profile in a desirable demographic market segment.

Customized program, e.g. sampling, coupons, etc.

Logo, corporate identity on Rep Team gear (subject to Ontario Basketball Association Regulations)

The Sponsorship: Platinum Sponsor: \$2,500 and over

\$2500 lead sponsors are entitled to the following:

- **Tables at each of the NTBA House League gyms at the beginning and end of the House League Season for promotional activities**
- **A prominent space for the sponsor's logo on the House League uniforms (Sponsor to provide vectorized logo for screening on uniforms)**
- **Sponsor link on the NTBA web site**
- **Opportunity to display Sponsor banner in House League gyms (banner to be provided by Sponsor)**
- **Promotional opportunity for Sponsor on NTBA mailings – including a separate mailing to announce the sponsorship to the NTBA community (sponsor may provide a three to five sentence paragraph describing sponsor business and some of its upcoming programs along with a link to the sponsor's web site) and smaller space on our regular NTBA mailings where we acknowledge our sponsors.**



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- Opportunity for customized program, e.g., sampling, coupons, etc.

Gold Sponsor: \$1,500 to \$2,499

- A table at each of the NTBA House League gyms at the beginning or end of the House League Season for promotional activities
- A space for the sponsor's logo on the House League uniforms (Sponsor to provide vectorized logo for screening on uniforms)
- Sponsor link on the NTBA web site
- Opportunity to display Sponsor banner in House League gyms (banner to be provided by Sponsor)
- Promotional opportunity for Sponsor on NTBA mailings – including a separate mailing to announce the sponsorship to the NTBA community (sponsor may provide a three to five sentence paragraph describing sponsor business and some of its upcoming programs along with a link to the sponsor's web site) and smaller space on our regular NTBA mailings where we acknowledge our sponsors.

Silver Sponsor: \$500 to \$1,499

Sponsor link on the NTBA web site

- Opportunity to display Sponsor banner in House League gyms (banner to be provided by Sponsor)
- Promotional opportunity for Sponsor on NTBA mailings – including a separate mailing to announce the sponsorship to the NTBA community (sponsor may provide a three to five sentence paragraph describing sponsor business and some of its upcoming programs along with a link to the sponsor's web site) and smaller space on our regular NTBA mailings where we acknowledge our sponsors.

Bronze Sponsor: \$200 to \$499

- Sponsor link on the NTBA web site
- Promotional opportunity for Sponsor on NTBA mailings including space on regular NTBA mailings.

Timing: Commitments are to be formalized by **May 31, 2020**

Sponsor Sign-Up:

Sponsor Sign-Up: Please complete the following Sponsorship Program information sheet attached below.

For more information about the NTBA Sponsorship Program please contact:

Contact: Ron Campbell, NTBA Registrar **email:** ntbaregistrar@bell.net

MANY THANKS FOR BOTH YOUR INTEREST AND SUPPORT OF THE NTBA!



NORTH TORONTO BASKETBALL

2020-2021 Sponsorship Programs

We are interested in becoming a North Toronto Basketball Association sponsor for the 2020-2021 Season, as follows:

Company: _____

**Name to appear on
NTBA Products:**
(e.g., T-shirts, website) _____

Address: _____

Telephone: _____

Fax: _____

Contact Person: _____

Contact Email: _____

Sponsor Program:

Bronze \$ _____ Silver \$ _____ Gold \$ _____ Platinum \$ _____

For all Platinum and Gold corporate/business sponsors, please provide camera-ready artwork to enable us to utilize your corporate identity on NTBA products, if so desired.

Camera-ready artwork provided: YES _____ NO _____

Kindly forward this form along with your artwork (if applicable) and a cheque payable to North Toronto Basketball Association to:

**North Toronto Basketball Association
45007--2482 Yonge Street
Toronto, Ontario
M4P 3E3**