



# NORTH TORONTO BASKETBALL

## 2022-2023 "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, 2022**

### 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](mailto:ntbaregistrar@bell.net)

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



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## 2022-2023 Sponsorship Programs

We are interested in becoming a North Toronto Basketball Association sponsor for the 2022-2023 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  
# 89501-2300 Yonge Street  
Toronto, Ontario  
M4P 3E3**