



NORTH TORONTO BASKETBALL

NTBA SPONSORSHIP PROGRAM

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 youth 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; coach 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.

Sponsor Benefits	Platinum Sponsor \$2500 +	Gold Sponsor \$1500 - \$2499	Silver Sponsor \$500 - \$1499
Space for sponsor logo on House League uniforms (sponsor to provide vectorized logo for screening on uniforms)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Sponsor link on the NTBA web site	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to display Sponsor banner in House League gyms (banner to be provided by Sponsor)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Promotional opportunity for Sponsor on NTBA mailings – including a separate mailing to announce the sponsorship to the NTBA community (sponsor may provide a 3-5 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 regular NTBA mailings where we acknowledge our sponsors	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity for customized program, e.g., sampling, coupons, etc	<input checked="" type="checkbox"/>		

Timing: Commitments are to be formalized in **May** for the upcoming fall/winter season.

Sponsor Sign-Up: Please complete the Sponsorship Program Request form on the page below.

For more information about the NTBA Sponsorship Program please contact:
Ron Campbell, NTBA Registrar **email:** ntbaregistrar@bell.net

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



NORTH TORONTO BASKETBALL

Sponsorship Program Request

We are interested in becoming a North Toronto Basketball Association sponsor for the upcoming season, as follows:

Company: _____

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

Address: _____

Telephone: _____

Contact Person: _____

Contact Email: _____

Sponsor Program:

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
#89501 - 2300 Yonge Street
Toronto, Ontario
M4P 3E3