



**BADMINTON  
CANADA**

**The Boulevard Club  
1491 Lake Shore  
Boul. West  
Toronto, ON**

**Get involved with  
this National Event!**

**Variety of  
Sponsorship  
Opportunities  
Available!**

# **JAN. 31 – FEB. 3 2018 YONEX SENIOR NATIONAL CHAMPIONSHIPS**

## **SPONSORSHIP PACKAGE**

Join us for the 2018 Yonex Senior National Championships from January 31<sup>st</sup> to February 3<sup>rd</sup> 2018, hosted at The Boulevard Club in Toronto, Ontario. Watch the top athletes from across Canada compete to become the National Champion! Finals to be broadcast on CBC.ca!



### **BADMINTON CANADA**

700 Industrial Ave.  
Ottawa, ON  
K1G0Y9

Badminton.ca

January 31<sup>st</sup> – February  
3<sup>rd</sup> 2018



# THE BOULEVARD CLUB

September 2017,

Dear Potential Sponsor,

The Boulevard Club is honoured to host the 2018 Yonex Canadian National Badminton Championships in our new badminton centre, which will feature Canada's top performing athletes. On behalf of the host committee, we are inviting you to take part in the 97<sup>th</sup> edition of this event, to be held January 31 – February 3<sup>rd</sup>, 2018.

We provide a range of sponsorship opportunities which span from title sponsorship, on-court advertisements, broadcast opportunities throughout the tournament venue to press, as well as program and social media advertising. The Boulevard Club will also offer numerous on-site opportunities such as digital print advertisement showcased to our 4000+ members. An additional benefit for sponsors is the opportunity to entertain business associates and potential clients at our lakefront location throughout the duration of the prestigious event.

On behalf of the host committee we thank you and would appreciate your support in the legacy of this premier event. We encourage you to be involved, and have included the benefits of sponsorship and player demographics with this letter for your review.

Please contact us at [SCadieux@boulevardclub.com](mailto:SCadieux@boulevardclub.com) to further discuss your involvement with the 2018 Canadian National Badminton Championships.


































Kind regards,



Stephane Cadieux  
Tournament Director



# 2018 YONEX CANADIAN NATIONAL BADMINTON CHAMPIONSHIPS

BENEFITS OF SPONSORSHIP	TITLE SPONSOR \$10,000	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,500	BRONZE \$500
Company Name in event title					
Field of Play Advertisement 2 x 6 feet "Frame" surrounding courts	Finals (2) Semis (1) Quarters (1) Rounds (8)	Finals (1) Semis (2) Quarters (2) Rounds (4)	Semis (1) Quarters (1) Rounds (2)		
Field of Play Advertisement 2 x 3 feet "Frame" surrounding courts			Finals (1)	Semis (1) Quarters (1) Rounds (2)	
Presenting opportunity: Awards Ceremony					
Presenting opportunity: Banquet					
Logo on tickets					
Complimentary seats: Banquet	8	6	4	2	
VIP seating for entire event	8	6	4	2	2
Webcast promotion – cbc.ca Finals					
Access to BCan database -26 000 players					
Press Announcement – Mention of sponsor					
Advertisement in tournament program	<b>Full Page</b>	<b>½ Page</b>	<b>¼ Page</b>	<b>Bus. Card</b>	<b>Logo</b>
Logo on tournament banner					
Logo will appear on BCan social media platforms					
Logo will appear on Blvd Club websites and screens (4000 members)					
Logo will appear on promotional materials; posters, player gift, newsletter					

- ✓ Rounds will be played January 31<sup>st</sup> to the morning of February 1<sup>st</sup>
- ✓ Quarter-Finals will be played the afternoon & evening of February 1<sup>st</sup>
- ✓ Semi-Finals will be played in the afternoon & evening of February 2<sup>nd</sup>
- ✓ Finals will be played on Saturday February 3<sup>rd</sup>



# BADMINTON CANADA PLAYER DEMOGRAPHICS:

There are approximately over 2 million badminton players in Canada, representing 7% of the population age 12+

Players are categorized by Light, Medium, and Heavy players

- Light – individuals who play 1 to 2 times per year
- Medium – individuals who play up to 10 times per year
- Heavy – individuals who play more than 10 times per year

Large percentage of the population are considered to be 'Light' enthusiasts – 47%

Majority of the population are 'Medium' to 'Heavy' enthusiasts – 57%

## PLAYER LOCATION

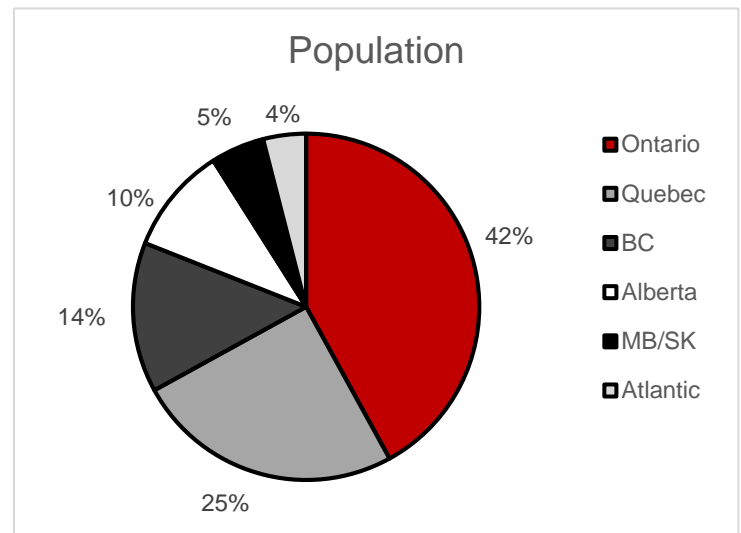
The majority of all players reside in Ontario at 42% followed by Quebec at 25%, and the next largest concentration in British Columbia with 14%

## AGE OF ATHLETES

The majority of badminton players fall within the 12-24 age range, making up 56% of all players.

## EDUCATION LEVEL

In the process of completing secondary and post-secondary education – 65% of all players



# THANK YOU FOR YOUR SUPPORT

