



2018 Karate Canada National Championships

Sponsor and Partnership Opportunities

Karate Canada

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Live Video Streaming Audience

During the 2016 Karate Canada National Championships web statistics have proven that, in addition to **Canada** and the **USA**, our event was viewed by audiences in the following countries:

- ▶ Bolivia
- ▶ Bulgaria
- ▶ Cayman Islands
- ▶ Croatia
- ▶ Ecuador
- ▶ Egypt
- ▶ France
- ▶ Germany
- ▶ Japan
- ▶ Mexico
- ▶ Nicaragua
- ▶ Peru
- ▶ Puerto Rico
- ▶ Russian Federation
- ▶ South Africa
- ▶ Spain
- ▶ Tunisia
- ▶ Ukraine
- ▶ United Arab Emirates
- ▶ United Kingdom
- ▶ Venezuela

EVENT SUMMARY

Karate Canada invites your company to be a profiled partner at the upcoming 2018 Karate Canada National Championships, to be held at the Canada Games Centre in Halifax, NS from March 9 - 11, 2018.

Recognized as **Karate's highest level event in Canada**, the Championships will feature over 500 of Canada's best athletes, such as 2015 Pan Am Championships silver medalists Camélie Boisvenue and Kate Campbell, as well as bronze medalist Patrice Boily-Martineau.

The information on the following pages outlines the benefits of partnering with Karate Canada, as well as sponsorship opportunities that will increase your company's reach and engagement, all while supporting the **newly named Olympic sport** of Karate (Tokyo 2020).

Reach and Engagement

Event Participants*

** Based on actuals from 2016 Karate Canada National Championships*

- Female Athletes: 221
- Male Athletes: 292
- Coaches: 44
- Referees: 66
- Volunteers: 42
- Daily on-site spectators (average): 463

Live Video Streaming

To provide national and international visibility for our sport, athletes, and **select event partners**, the 2018 Karate Canada National Championships will feature live video streaming. Historically, this has been a very successful endeavor with **daily views averaged over 3,000 in 23 countries**.

Social Media

Karate Canada is proud to have a loyal social media following on Facebook. On average, Karate Canada's per-post reach is **31,816**; with an average post engagement rate of **9,692**.

TITLE SPONSOR \$10,000

The 2018 Karate Nationals Platinum Sponsorship provides the **highest possible brand visibility**.

- ▶ Top billing as the sole title sponsor of the event. Your company will have the unique Title Sponsor designation, which will be featured as “2018 Karate Canada National Championships, **brought to you by XXX**”.
 - ▶ Company name/logo featured **with prominence** on event supportive material, including:
 - Event home page;
 - Event bulletin.
 - Static logo superimposed during live streaming;
 - A-boards, in between each ring (12 sign faces). Guaranteed image capture in all five rings by live streaming cameras;
 - All creatives produced or the event;
 - ▶ Sponsorship level acknowledgement in all event-related communications.
 - ▶ Banner on each side of the head table (to be supplied).
 - ▶ Banner featured at event registration and venue admissions (to be supplied).
 - ▶ Full page ad in event bulletin.
 - ▶ Daily event photos featured on social media “Courtesy of Company Name”
 - ▶ Minimum five mentions daily, during vocal announcements, between matches, before the finals and during the Medal Ceremonies.
 - ▶ Active participation in daily Medal Ceremony.
 - ▶ 50 complimentary spectator passes.
 - ▶ Complimentary full page ad in four issues of Karate Canada’s quarterly e-newsletter (current reach 16,000).
 - ▶ Opportunity to:
 - Distribute on-site promotional material (check-in /admissions table + spectator rows).
 - Supply gifts to VIP, officials, athletes and/or others in attendance (i.e. door prizes).
 - Utilize vendor space (20’ x 10’).
-

GOLD SPONSOR- \$5,000

- ▶ Company name/logo featured on event supportive material, including:
 - Event home page;
 - Event bulletin.
 - Logo featured in rotation during live streaming;
 - A-boards, in between each ring (8 sign faces). Guaranteed image capture in three rings by live streaming cameras;
 - All creatives produced or the event;
- ▶ Sponsorship level acknowledgement in all event-related communications.
- ▶ Banner on one side of the score table at each ring. Five in total. To be supplied.
- ▶ Banner featured at event registration and venue admissions (to be supplied).
- ▶ ½ page ad in event bulletin.
- ▶ Minimum three mentions daily, during vocal announcements, between matches, before the finals and during the Medal Ceremonies.
- ▶ Participation in daily Medal Ceremony.
- ▶ 25 complimentary spectator passes.
- ▶ Complimentary ½ page ad in three issues of Karate Canada's quarterly e-newsletter (current reach 16,000).
- ▶ Opportunity to:
 - Distribute on-site promotional material (check-in /admissions table).
 - Supply gifts to officials and athletes.
 - Utilize vendor space (10' x 10').

SILVER PACKAGE- \$3,000

- ▶ Company name/logo featured on event supportive material, including:
 - Event home page;
 - Event bulletin.
 - Logo featured in rotation during live streaming;
 - A-boards, in between each ring (6 sign faces). Guaranteed image capture in two rings by live streaming cameras;
 - All creatives produced or the event;
- ▶ Sponsorship level acknowledgement in all event-related communications.
- ▶ Banner featured at event registration and venue admissions (to be supplied).
- ▶ ¼ page ad in event bulletin.
- ▶ Minimum two mentions daily, during vocal announcements, between matches, before the finals and during the Medal Ceremonies.
- ▶ Participation in daily Medal Ceremony.
- ▶ 10 complimentary spectator passes.
- ▶ Complimentary ¼ page ad in two issues of Karate Canada's quarterly e-newsletter (current reach 16,000).
- ▶ Opportunity to:
 - Distribute on-site promotional material (check-in /admissions table).
 - Supply gifts athletes.

BRONZE PACKAGE- \$1,000

- ▶ Company name/logo featured on event supportive material, including:
 - Event home page;
 - Event bulletin.
 - All creatives produced or the event;
- ▶ Sponsorship level acknowledgement in all event-related communications.
- ▶ Banner featured at venue admissions (to be supplied).
- ▶ 1/8 page ad in event bulletin.
- ▶ Minimum two mentions daily, during vocal announcements, between matches, before the finals and during the Medal Ceremonies.
- ▶ Participation in daily Medal Ceremony.
- ▶ 5 complimentary spectator passes.
- ▶ Complimentary 1/8 page ad in one issue of Karate Canada's quarterly e-newsletter (current reach 16,000).
- ▶ Opportunity to:
 - Distribute on-site promotional material (check-in /admissions table).

ADDITIONAL PARTNERSHIP OPPORTUNITIES

VENDOR BOOTH

Note: Visibility support and promotion tools must be placed in close proximity to the rented booth.

10 x 20 - \$2,000

- ▶ Opportunity to feature goods and services to attendees of the 2018 Karate Canada National Championships.
- ▶ Includes 2-3 large tables and 4-6 chairs and power source. Additional tables and chairs may be requested, subject to availability. All other equipment and furniture required to showcase your goods (i.e. lights, racks, boards, banners, etc.) are the responsibility of the vendor.

10 x 10 - \$1,000

- ▶ Opportunity to feature goods and services to attendees of the 2018 Karate Canada National Championships.
- ▶ Includes 1-2 large tables and 2-4 chairs and power source. Additional tables and chairs may be requested, subject to availability. All other equipment and furniture required to showcase your goods (i.e. lights, racks, boards, banners, etc.) are the responsibility of the vendor.

A-BOARD ADVERTISEMENT - \$500/sign (71.5"w x 30"h) - Double sided

One or more A-Board sign may be purchased for placement around field of play area.

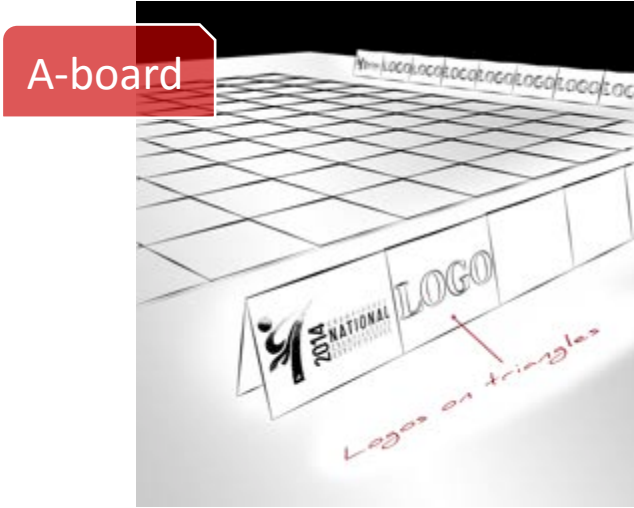
EXAMPLES OF ON-SITE VISIBILITY



Logo on Banner



Logo on Table banner



CONTACT US

For more information or to take advantage of one of these sponsor or partnership opportunities, please contact:

Cheryl Tataryn (Karate Canada): 613 859 3433 – cheryl.tataryn@karatecanada.org

David Griffin (Karate Nova Scotia) – d19560809@eastlink.ca

All additional visibility support will have to be provided by the sponsor, according to dimensions and technical details provided by Karate Canada.

NOTE:

The term of all sponsor and partnerships is limited to the 2018 National Championships. A longer-term agreement, including other Karate Canada events in other provinces, can be discussed.