



**LIVE TO PLAY!**

**Not So Pro Sports League  
Sponsorship Package**

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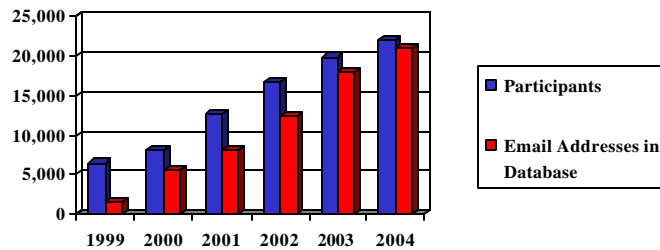
# Not So Pro Sports

Get out there...

## Who We Are

In our tenth year, Not So Pro Sports. (NSP), formerly known as the Toronto East Sport + Social Club, has grown to be one of the largest sport and social clubs in Canada and the largest beach volleyball club in North America. NSP continues to expand with over 23,000 participants registered in our leagues, clinics, tournaments, clubs and special events each year

Business Growth



## What We Do

NSP is committed to showing people how to “get out there”, have fun and participate in an active and social lifestyle within their community. We are successful at achieving this commitment by focusing our energy in two main areas:

### 1. Indoor and Outdoor Sports Leagues

With over 21,000 registered players year round, NSP members are involved in a diverse range of team sports. We offer basketball, court volleyball, floor hockey, indoor and outdoor soccer, beach volleyball, flag football, rowing, softball, and ultimate Frisbee.

### 2. Tournaments, Clubs, and Special Events

To fuel the social philosophy of NSP, we offer various tournaments, clubs, trips, and special events that draw over 6,000 participants. Our most popular event is the Not So Pro Beach Volleyball Tour, which the largest running beach volleyball tour in Canada. It attracts 4,000 players and over 7,000 spectators per tour location.

## Why We're Approaching You

We are offering you the opportunity to reach your target demographic through sponsorship by accessing our members, their friends, family and spectators.

### Benefits

- Drive Sales
- Fantastic opportunity for consumers to meet with your sales group
  - Over 23,000 participants
  - Over 22,000 unique emails in database
  - 29,030 unique website visits per month
  - 124,000 website page views per month
  - 1,324,000 website hits per month
- Heighten visibility of your products/services
- Differentiate your products/services from competitors
- Favorable demographics
  - 22-42 years
  - Disposable income
  - Male/Female Ratio - 60:40
  - Vibrant, social, fashion conscious
  - Single

# Sponsorship Packages

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Get out there...

## **Title Sponsor \$20,000 and \$5,000 in prizing**

- Presence at all events (beach volleyball tour, leagues/clubs and socials)
- Tent and Signage at events
- Company name mentioned by event DJ
- Sampling opportunities
- In kind donations to be included in prizing for top finishing teams
- Company Name/Logo on posters and website
- Banner on NSP website with link to sponsor's website for one year
- Two contests via website and socials for one year
- Presence at all sports leagues for one year
- Radio Ads prior to events
- Included in player information packages
  - Insert flyers, coupons, etc
- Company Name/Logo included in bi-weekly mass emails
- Company Name/Logo on all advertising material and contests
- High level branding across all areas of events, tournaments, and club activities
- NSP promotional team to direct consumer traffic directly to your tent during events
- One team from each of our sports leagues will be named after your company
- Company Name/Logo on team T-shirts
- Company Name/Logo included in team registration package
- Company Name/Logo on all NSP sports league championship t-shirts
- Company Name/Logo on all NSP sports league championship presentation areas
- Enter three corporate teams in any NSP sports leagues

# Sponsorship Packages

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Get out there...

## Partner Sponsor

**\$15,000 and \$5,000 in prizing**

- Presence at all events (beach volleyball tour, leagues/clubs and socials)
- Tent and Signage at events
- Company name mentioned by event DJ
- Sampling opportunities
- In kind donations to be included in prizing for top finishing teams
- Company Name/Logo on posters and website
- Banner on NSP website with link to sponsor's website for one year
- Two contests via website and socials for one year
- Presence at all sports leagues for one year
- Radio Ads prior to events
- Included in player information packages
  - Insert flyers, coupons, etc
- Company Name/Logo included in bi-weekly mass emails
- Company Name/Logo on all advertising material and contests
- High level branding across all areas of events, tournaments, and club activities
- NSP promotional team to direct consumer traffic directly to your tent during events

## Presenting Sponsor

**\$10,000 and \$2,500 in prizing**

- Presence at all events (beach volleyball tour, leagues/clubs and socials)
- Tent and Signage at Events
- Company name mentioned by event DJ
- Sampling opportunities
- In kind donations to be included in prizing for top finishing teams
- Company Name/Logo on posters and website
- Banner on NSP website with link to sponsor's website for six months
- One contest via website and socials
- Presence at all sports leagues for six months
- Radio Ads prior to events
- Included in player information packages
  - Insert flyers, coupons, etc.

# Sponsorship Packages

Get out there...

## Associate Sponsor

**\$7,500 and \$2,500 in prizing**

- Presence at all events (beach volleyball tour, leagues/clubs and socials)
- Tent and Signage at events
- Company name mentioned by event DJ
- Sampling opportunities
- In kind donations to be included in prizing for top finishing teams
- Company Name/Logo on posters and website
- Banner on NSP website with link to sponsor's website for six months
- One contest via website and socials

## NSP Promotional Sponsor

**\$5,000 and \$2,500 in prizing**

- Presence at all three cities on NSP Beach Volleyball tour
- Tent and Signage at Event
- Company name mentioned by event DJ
- Sampling opportunities
- In kind donations to be included in prizing for top finishing teams
- Company Name/Logo on NSP posters and website
- Banner on NSP website with link to sponsor's website for six months

## NSP Sampling Sponsor

**\$2,500 and \$2,500 in prizing**

- Presence at all three cities on NSP Beach Volleyball tour
- Tent and Signage at Event
- Company name mentioned by event DJ
- Sampling opportunities
- In kind donations to be included in prizing for top finishing teams
- Company Name/Logo on NSP posters and website

## Team Sponsor

**\$1,500 and \$500 in prizing**

**Sponsor an existing team currently playing in our sports leagues**

- Company Name/Logo on website
- Company Name/Logo on team shirts
- One online Contest via website and socials
- In kind donations to be included in prizing for top finishing teams

## Company Team Sponsor

**\$1,000 and \$500 in prizing**

**Enter a company team in any of our sports leagues**

- Company Name/Logo on website
- Company Name/Logo on team shirts
- In kind donations to be included in prizing for top finishing teams

## NSP Single Event Local Sponsor

**\$500 and \$500 in prizing**

- Presence at one city on NSP Beach Volleyball tour
- Signage at Event
- Company name mentioned by event DJ
- In kind donations to be included in prizing for top finishing teams

# Sponsorship Agreement

Get out there...



Please fill out the requested information below to confirm sponsorship.

This agreement made the \_\_\_\_\_ day of \_\_\_\_\_, 2006

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company/Agency: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Home Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please indicate Choices below:

- |  |                                 |
|--|---------------------------------|
| <input type="checkbox"/> <b>Company Team Sponsor</b>           | \$1,000 and \$500 In Prizing    |
| <input type="checkbox"/> <b>Team Sponsor</b>                   | \$1,500 and \$500 In Prizing    |
| <input type="checkbox"/> <b>NSP Single Event Local Sponsor</b> | \$500 and \$500 In Prizing      |
| <input type="checkbox"/> <b>NSP Sampling Sponsor</b>           | \$2,500 and \$2,500 In Prizing  |
| <input type="checkbox"/> <b>NSP Promotional Sponsor</b>        | \$5,000 and \$2,500 In Prizing  |
| <input type="checkbox"/> <b>Associate Sponsor</b>              | \$7,500 and \$2,500 In Prizing  |
| <input type="checkbox"/> <b>Presenting Sponsor</b>             | \$10,000 and \$2,500 In Prizing |
| <input type="checkbox"/> <b>Partner Sponsor</b>                | \$15,000 and \$5,000 In Prizing |
| <input type="checkbox"/> <b>Title Sponsor</b>                  | \$20,000 and \$5,000 In Prizing |

Enclosed is my check, payable to Not So Pro Sports in the amount of  
\$ \_\_\_\_\_

Please charge my:  Visa  MasterCard  American Express

Account Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Expiry Date: \_\_\_\_ / \_\_\_\_