

CENTRE COURT

PRESENTS

**14TH ANNUAL
HOOPFEST BC
TOURNAMENT**

**AUGUST 18/19, 2018
SEMIAHMOO SECONDARY SCHOOL**

14th ANNUAL HOOPFEST BC

Dear Sponsors,

In the summer of 2004, Centrecourt launched the inaugural Hoopfest Tournament, created as an extension of the West Coast Basketball League, Centrecourt's flagship program, as a way to branch the fall and summer basketball season. While there have been and still are a number of outdoor summer basketball events, the void of a traditional indoor tournament was present and needed to be filled. Off and on for a number of years, the Lower Mainland had seen a few indoor summer tournaments take place, however they only lasted a short life span. Being a long time participant and assistant in the Dolphin Basketball Classic, it was felt that the summer basketball season needed a complement to the outdoor event.

What was once just a small summer "run" for local basketball enthusiasts, the annual Hoopfest Tournament has become an anticipated tradition by many of the elite adult basketball players in the Lower Mainland. With players and teams from the CIS, CCAA, NCAA, National Team and overseas professional ranks taking part, the status of the event continues to escalate year by year, a point proven by the increased level of talent and number of teams, spectators and supporters who see the benefits of being part of a great community event. Originally staffed by just three individuals for the first few years, the Hoopfest Tournament now welcomes a great opportunity for volunteer staff, many of which are students who are seeking to add experience to their resumes.

As the longest running indoor summer tournament in the Lower Mainland, the Hoopfest BC Tournament proudly offers teams an opportunity to use the event as a pre-season evaluation platform for many local university, college and professional teams and players. It is also an opportunity for sponsors and event supporters to connect with participants, many of which are connected throughout the province on a grassroots level.

On August 18/19, 2018, Centrecourt is proud to present the 14th Annual "Hoopfest BC Tournament", the Lower Mainland's only summer indoor basketball tournament. We are also excited to announce the return of our "GET BUCKETS" charity component, in which a financial contribution from every three pointer made during the tournament will be donated towards assisting underprivileged youth be able to participate in sport.

As each year brings an increased number of participants and fans, this summer looks to be one of the biggest and best events to date and will no doubt be a great opportunity for to promote your business name and services in an event that is unmatched in the Lower Mainland.

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www.centre-court.ca

604-719-3548

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BENEFITS FOR SPONSORING CENTRECOURT PROGRAMS

Sponsorship with CENTRECOURT provides your business with ongoing high profile advertisement while emphasizing your commitment to advancement in community related programs.

- ❖ Your business/organization will receive recognition for supporting a long running community event that welcomes a ***large demographic of participants and spectators***
- ❖ Through a variety of ***advertising avenues*** your name will be associated with this annual event. ***Social media updates*** along with postings on the Centrecourt website and Basketball BC website will ***promote your company name to a large target audience.***
- ❖ As the ***longest running summer indoor tournament in the Lower Mainland***, organizers are dedicated to continuing to better the tournament on a yearly basis for both participants and sponsors by ***developing new and exciting opportunities to be involved.***

The Hoopfest BC Tournament is made possible due in large part to the continued support of local community sponsors and donators. These contributions assist with the tournament awards, players packages, volunteer packages and assist with the finances occurred with running the event. Various sponsorship levels are available, depending on what best fits your needs.

Hoopfest BC is very happy to accept financial or product donation that will contribute towards providing the appropriate events the most participant friendly atmosphere possible. Donations for each event may include (but are not limited to) direct financial support, t-shirts, shoes, shorts, hats, bags, water bottles, game equipment (balls), and merchandise / event gift certificates.

As part of the event, the tournament offers all participants a “players package” along with awards for the Tournament Champions, MVP and All-Star Team (5 members) in all three divisions of play.

PROMOTIONAL PLANNING

SOURCE	EXPOSURE	PORTRAYAL
WEBSITE: CENTRECOURT www.centrecourt.ca and BASKETBALL BC www.basketball.bc.ca	Targeting all past and present participants and supporters of the tournament as well as members of the basketball community	Primary source of tournament information, sponsor promotion and post tournament recap
SOCIAL MEDIA	Through Email, Facebook, Twitter and various message boards, social media is the fastest and most direct way of contact.	Secondary source of tournament information, sponsor promotion
LOCAL NEWSPAPER ADVERTISEMENT	Potential print media supporters (24hr, Metro, Langley Times)	Tournament promotion in community events listings

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14th ANNUAL HOOPFEST TOURNAMENT SPONSORSHIP PACKAGES

SPONSORSHIP CATAGORY	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
FINANCIAL CONTRIBUTION	\$1000.00	\$500.00	\$250.00
MEDIA ACKNOWLEDGMENT AUDIO / VIDEO	<ul style="list-style-type: none"> Video/Commercial advertisement on social media platforms Verbal announcements throughout the tournament 	<ul style="list-style-type: none"> Video/Commercial advertisement on social media platforms Verbal announcements throughout the tournament 	<ul style="list-style-type: none"> Verbal announcement throughout the tournament
PRINT AND PROMO	<ul style="list-style-type: none"> Opportunity to insert company provided promotional material into team packages (handbills, business cards etc) Logo acknowledgement on all tournament advertising print material (including game day print) Logo acknowledgement on official HOOPFEST BC Tournament clothing 	<ul style="list-style-type: none"> Logo acknowledgement on all tournament advertising print material (including game day print) Logo acknowledgement on official HOOPFEST BC Tournament clothing 	<ul style="list-style-type: none"> Logo acknowledgement on all tournament advertising print material (including game day print) Logo acknowledgement on official HOOPFEST BC Tournament clothing
ON-SITE RECOGNITION	<ul style="list-style-type: none"> Corporate booth space for promotions during event. Courtside banner promotion throughout event (up to 3 banners) 	<ul style="list-style-type: none"> Courtside banner promotion throughout event (up to 2 banners) 	
INTERNET PROMOTION	<ul style="list-style-type: none"> Logo acknowledgement on Centrecourt website 	<ul style="list-style-type: none"> Logo acknowledgement on Centrecourt website 	<ul style="list-style-type: none"> Logo acknowledgement on Centrecourt website
ON SITE PRESENCE	<ul style="list-style-type: none"> Corporate booth space for promotions during event. Division Title Sponsor (promoted on screen throughout tournament) 		

***Note – Sponsors will be asked to provide a print ready logo in “eps” or “ai” format.**

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G3T BUCKETS

THE THREE POINT LINE IS NOW WORTH MORE

This summer, the Hoopfest BC Tournament is once again embarking on a goal to help give back and assist in giving opportunity to the next generation of athletes. **For every three pointer made over the course of the tournament a financial contribution will be donated to KidSport.** Over the last five years of the GET BUCKETS program, the tournament has donated over \$1500.00 towards the next generation of basketball players. The Hoopfest BC Tournament is looking for corporate assistance in helping make kids dreams a reality.

The **GET BUCKETS** program has been designed in order for our event to help give opportunity to the future generations of athletes by assisting with the finances required for various program registration or equipment costs. Over the course of the two day tournament, we are hoping to donate a minimum of \$0.33 for every successful three pointer made. By doing this, whether a team comes out victorious or not, thanks to the effort of both teams involved, a future athlete will have the opportunity to participate and play sports.

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If you are interested in supporting the 14th Annual Hoopfest BC Tournament, we welcome the opportunity to discuss with you the options available and would like to thank you for helping with the growth and success of a great summer traditional community event.



Sincerely,

Steve Lee
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