



**The Simon Chiasson Alumni Basketball Tournament (“The Simon”)** is one of the largest ALMUNI basketball tournaments in Canada. It reunites high school teammates, coaches, and new friends for a fun and competitive week of basketball. Started in 2012, the tournament continues to grow and attract new players and teams from throughout Atlantic Canada.

The Simon runs from **March 17 - 20, 2016** with up to 18 men's and women's teams and 200 players competing in three venues in Sydney, Sydney River, and North Sydney, Nova Scotia.

**A portion of net proceeds from The Simon are donated to local schools, sports clubs, nonprofits, and charities.**

The Simon is dedicated to the memory of the late **Simon Chiasson** – father, coach, athlete, and respected community leader. Simon taught and coached junior high and high school boys and girls in the Antigonish, Northside, and Victoria Country School Districts. In the early 1970s, he organized Cape Breton's first mini-basketball program, based out of Sydney Mines. Around the same time, he started Cape Breton's first basketball camps. The week-long camps were open to players of all ages, and camp counselors featured Cape Breton's best players and coaches and also some of Nova Scotia's best university coaches and players. The teams Simon coached won several Cape Breton and Nova Scotia titles; however, his proudest moments were seeing children from the community learn, compete, and gain confidence, while building lasting friendships through the sport he loved so much. The *Simon Chiasson Alumni Basketball Tournament* builds on Simon's legacy by providing another avenue for past and current players and coaches from the region to compete, rekindle friendships, make new ones and continue to grow the sport.

<b>Target: \$8,000</b>	<b>Platinum \$2,500</b>	<b>Gold \$1,000</b>	<b>Silver \$500</b>	<b>Bronze \$100</b>
<b>Brand Exposure</b> 3 Venues, 4 Days, 200 Players	<b>Maximum Exposure</b> Exclusive 2016 tournament host	<b>High Exposure</b>	<b>Moderate Exposure</b>	<b>Some Exposure</b>
<b>Logo on Player Shirts</b> (200+ to be provided to all players plus individual sales)	✓ Large on back	✓ On sleeve		
<b>Award Trophies</b> (Name engraved)	All	Some	Some	
<b>Posters, Event Program, and other Print Advertising</b>	All (Logo and Ads where available)	Most (Logo and Ads where available)	Some (Logo)	Some (Logo)
<b>Signage at any or all three venues</b> (You provide signage)	✓	✓	✓	✓
<b>Public address announcement</b> (Up to 50 words. You choose the message script.)	Repeated 40-60 times at each venue	Repeated 25-40 times at each venue	Repeated 15-25 times at each venue	Repeated 5-15 times at each venue
<b>1-minute to personally address players and fans</b> (During one of the plenary events.)	✓			
<b>Radio coverage</b> (101.9 & CBC) -Live on Location -Advertising	Maximum	High	Moderate	Some
<b>Cape Breton Post</b>	✓ Maximum	✓ High	✓ Moderate	
<b>*Website &amp; Social Media</b> -gocapebreton.com -SCA, BCB, BNS, RNS -Facebook (101.9, etc) -Twitter	All	Most	Some	Some
<b>Net proceeds from the event will be donated to local schools, sports clubs, and our primary beneficiary - Boys and Girls Clubs of Cape Breton-Whitney Pier Youth Club for which we are targeting a cash donation of \$2,000.</b>				

## The Simon – Sponsorship Options

\*Website & Social Media (SCA – Simon Chiasson Alumni; BCB – Basketball Cape Breton; BNS – Basketball Nova Scotia; and RNS – Recreation Nova Scotia)



## Sponsorship Agreement

\_\_\_\_\_ (the "Sponsor")  
\_\_\_\_\_  
\_\_\_\_\_ (the "Address")  
\_\_\_\_\_  
\_\_\_\_\_ (the "Contribution")  
\_\_\_\_\_ (the "Sponsorship Level")

**The Sponsor hereby agrees to provide the Contribution for the benefit of the Simon Chiasson Alumni Basketball Tournament managed by Basketball Cape Breton, as described in the attached document.**

**The Sponsor shall receive sponsor benefits for the stated Sponsorship Level as described on the attached Sponsorship Options document.**

**Method of Payment:**

\_\_\_ Check \_\_\_ MC/Visa \_\_\_ American Express

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

**FOR THE SPONSOR**

\_\_\_\_\_  
Name and Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

**FOR SIMON CHIASSON ALUMNI BASKETBALL  
TOURNAMENT & BASKETBALL CAPE BRETON**

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature