

Dear Community Sponsor,

On July 29th, 2017 Drop in Sports is offering an opportunity for sport, friendship and unity. The **Community Kicks** TOURNAMENT is one full day of action hosted by Drop in Sports and volunteers at TD Place bringing together 52 community based teams of friends, colleagues, volunteers, and clients – *Making Moves for Unity*

We have created a very unique arrangement with OSEG (Ottawa's Sport and Entertainment Group) where the top two teams will play their final game in center-field at the Ottawa Fury's home game against Toronto FC II. We have also arranged to have field space for all ages to get in and play!



*This is a "no skills needed" event that aims to foster friendship and a welcoming attitude. The Community Kicks event is part of an ongoing tradition in Ottawa to bring together newcomer and established Canadian families for a day of sport and socializing. This tournament is an excellent opportunity to support the successful integration of newcomer families to Canada.*

Community Kicks is working closely with settlement agencies such as the Catholic Centre for Immigrants, and OCISO; we will unite under the banner of sport and offer a platform for healthy competition and making social connections.

This event requires the contribution of sponsors to support operational costs. **Our goal is to secure \$12,000 in financial sponsorship** (ideally within 1 to 3 main sponsors).

**Core Demographics:**

- New immigrants and Refugees
- Young – ages between 15 and 40
  - The additional open soccer from 3pm to 5pm will attract families with youth ages 8-14
- Entrepreneurs (vendor marketplace)
- Non-profit organizations and service agencies
- Soccer clubs (we will work with 6 main soccer club partners)
- Settlement agencies – their staff, clients, and volunteers

**Benefits of sponsorship:** We can get creative here!

- Recognition/Logo placement/visibility:
  - Posters

- TD Place Jumbo-tron at TD place ,
- Speaking opportunity
- Team + volunteer bags (product, coupons, flyers, etc)
- Media release
- Volunteer t-shirts (if logos supplied by June 28<sup>th</sup>, 2017)
- Vendor/Booth space
- Banners and/or Product placements
  - Naming rights of one of: Soccer Fields #1, Soccer field #2, or DJ and Dance area
- Minimum of 3 social media engaging story posts per \$1000 sponsored
- 2 free team spots for your organization or a designated group of your choice – minimum sponsorship of \$2000 required (must confirm registration by July 10<sup>th</sup>).

Please contact us at your earliest convenience to express interest, and to discuss the best contribution and benefits package for your needs. Supporting Community Kicks will help you gain exposure, build community, and be proud of the social fabric of Ottawa.

We appreciate your consideration,

Dan Dubeau,  
Managing Director

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