



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 will run from **March 28th-31st, 2019** with up to 30 men’s and women’s teams and 300+ players competing in four venues between Sydney and North Sydney, Nova Scotia.

A portion of net proceeds from The Simon are donated to local schools, sports clubs, nonprofits, and charities. New this year will be a Simon Scholarship. Students will be encouraged to apply for this scholarship as they pursue post-secondary education.

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.

The Simon – Sponsorship Options

	Platinum \$1000 +	Gold \$500	Silver \$250
Brand Exposure 4+ Venues, 4 Days, 300+ Players	Maximum Exposure	High Exposure	Moderate Exposure
Logo on Player Shirts (300+ to be provided to all players plus individual sales)	✓	✓	
Award Trophies (Name engraved)	Most	Some	Some
Posters, Event Program, and other Print Advertising	All (Logo and Ads where available)	Most (Logo and Ads where available)	Some (Logo)
Signage at any or all three venues (You provide signage)	✓	✓	✓
Public address announcement (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
Personally address players and fans (During one of the plenary events.)	✓		
Radio coverage (101.9 & CBC)	Maximum	High	Moderate
*Website & Social Media -gocapebreton.com -SCA, BCB, BNS, RNS -Facebook (101.9, etc) -Twitter -Instagram	All	Most	Some

*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
November 22, 2018

Date

Signature

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

Name

Date

Signature