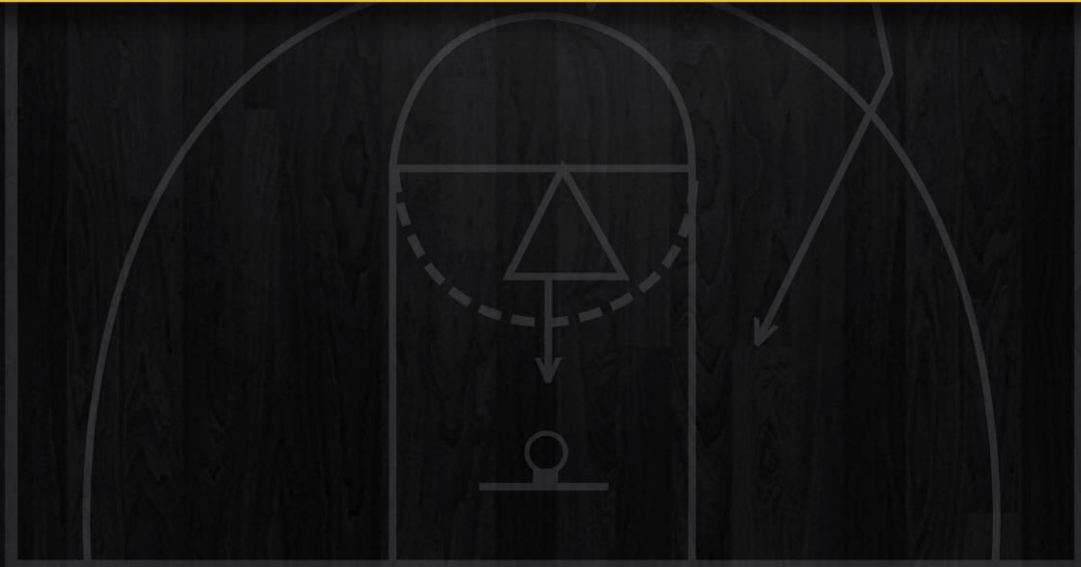


***GUELPH YOUTH
BASKETBALL
ASSOCIATION***

2016-2017 SPONSORSHIP PACKAGE



The GYBA Jr. Gryphon's, formally known as Guelph Youth Basketball Association (GYBA), are a not-for-profit corporation established to administer a community-based basketball program to engage all interested participants in a quality athlete centred experience, and to insure that the mission and goals of the program are followed.

Our Mission

The GYBA Jr. Gryphon's represent its active members and exists to provide youth an opportunity to participate and compete in an environment that emphasizes fundamental basketball skills, teamwork, sportsmanship and the development of integrity, responsibility and a positive self-image.

Our Vision

The GYBA Jr. Gryphon's will strive to be a model basketball program representing its membership and unifying the Guelph basketball community in a quality athlete centred experience.

Our Values

The GYBA Jr. Gryphons are an instructional basketball program that is dedicated to promoting fair play and sportsmanship with barrier free access. Through instruction and game play, players are encouraged to increase their skill level and improve as team players with the goals for the participants to:

- Have an enjoyable basketball season
- Develop personal confidence and self-esteem
- Enhance basketball skills and fundamentals
- Understand a team is a united entity with common goals

As a not-for-profit organization we rely on the generous support of organizational and corporate sponsors, such as yourself. All we are asking for is the opportunity to present our organization in hope we can impress upon you the importance of this support and the mutual benefits that can be gained from such a collaboration.

Respectfully,

Frank Cain, President of the GYBA Jr. Gryphon's

Sponsorship Opportunities

Opportunity

Sponsorship of the GYBA Jr. Gryphon's will provide your company with the opportunity to:

- **Create Awareness** of your company and/or brand
- **Be Recognized** for supporting the Guelph community
- **Support Guelph Youth** with a sports-based program for physical and life skills development

Reach

The GYBA Jr. Gryphons are known throughout Guelph as a quality basketball program for youth, and operates two youth basketball programs; the Jr. Gryphon Development Program that is geared towards girls and boys between the ages of 5 to 18 years in a 'house league' style of play, and Gryphon Rep that is for more skilled athletes looking for competitive play with Ontario Basketball sanctioned games and/or tournaments.

The GYBA Jr. Gryphon's had a successful 2015-2016 season with over, approximately, 660 athletes participating regularly, representing more than 450 Guelph families. The Jr. Gryphon Development Program, formally the Hustle Development Program, had approximately 500 athletes participate in our development program and the Gryphon Rep Program, formally the Phoenix Rep program, had approximately 160 athletes participate across a variety of age groups. The Hustle Development Program has a local reach, as it services Guelph families, whereas the Phoenix Program has a reach of Southern Ontario, as the teams travel for competitions.

Governance

The GYBA Jr. Gryphons are governed by a Guelph based volunteer board of 12 individuals. Each board member brings a variety of skills from their varied backgrounds, ranging from business and finance to education and community. The board's main focus is to provide each athlete an opportunity to participate and compete in an environment that emphasizes fundamental basketball skills, teamwork, sportsmanship and the development of integrity, responsibility and a positive self-image.

Sponsorship Packages for the 2016-2017 Season

Gold Sponsor - \$10,000

A Gold sponsor will receive:

- Prime spot for company logo or advertisement, with a link to the company website, placed on the homepage of the GYBA Jr. Gryphon's website
- Prime placement of company logo on all shooting shirts for every GYBA Jr. Gryphon's Rep travel team (approximately 160 shirts)
- Prime placement of company logo on all jerseys for the GYBA Jr. Gryphon's Development Program (approximately 500 jerseys)
- Prime placement of company logo on all coaches, convenors and volunteers' shirts (approximately 150 shirts)
- Prime placement of company logo on all GYBA Jr. Gryphon's tournament and event banners and signage
- Prime advertising space in all GYBA Jr. Gryphon's Rep tournament programs
- Prime placement of company logo on all GYBA Jr. Gryphon's giveaways (i.e. water bottles, lanyards, etc.)
- Prime advertising space in the GYBA Jr. Gryphon's newsletter (4 issues/year with circulations of approximately 450 households)
- Placement of company logo and write-up on all GYBA Jr. Gryphon's social media platforms (Facebook and Twitter)
- Branded Jr. Gryphon Basketball Development Program teammate of the month award
- Promo/Coupon offer in each GYBA Jr. Gryphon's athletes' welcome package (approximately 660 packages)

Silver Sponsor - \$5,000

A Silver sponsor will receive:

- Spot for the company logo, with a link to the company website, placed on the sponsor page of the GYBA Jr. Gryphon's website
- Placement of company name on all GYBA Jr. Gryphon's giveaways (i.e. water bottles, lanyards, etc.)
- Placement of company logo on all GYBA Jr. Gryphon's tournament and event banners/signage
- Advertising space in all GYBA Jr. Gryphon's Rep tournament programs
- Advertising space in the GYBA Jr. Gryphon's newsletter (4 issues/year with circulations of approximately 450 households)
- Promo/Coupon offer in each GYBA Jr. Gryphon's athletes' welcome package (approximately 660 packages)

Bronze Sponsor - \$2,000

A Bronze sponsor will receive:

- Placement of company logo in our sponsor section on the GYBA Jr. Gryphon's website
- Promo/Coupon offer in each GYBA Jr. Gryphon's athletes' welcome package (approximately 660 packages)
- Spot for company logo on GYBA Jr. Gryphon's banners