



2020
Little League
CANADIAN
CHAMPIONSHIPS
VICTORIA B.C.
D7



SPONSORSHIP OPPORTUNITIES





PICTURE THIS: VICTORIA, BC — AUGUST, 2020

THE BEST LITTLE LEAGUE
BASEBALL TEAMS IN CANADA
COMPETE FOR

THE NATIONAL TITLE

WHO WILL EARN THEIR BERTH AS
TEAM CANADA

TO PLAY IN THE
LITTLE LEAGUE WORLD SERIES
IN WILLIAMSPORT, PENNSYLVANIA?



AMAZING! MEMORABLE!
A DREAM COME TRUE!

AND YOU CAN BE A PART OF IT...
YOUR COMPANY
YOUR BRAND!

**ACT FAST AND SECURE YOUR SPONSORSHIP CONTRIBUTION
AND HELP BUILD A LEGACY FOR LITTLE LEAGUE BASEBALL IN VICTORIA**



www.layritz.ca | www.2020canadians.layritz.ca



A ONCE IN A LIFETIME BASEBALL EVENT



CBC Sports

This national event, hosted by Layritz Little League and BC's District 7 is a televised and live-streamed event on CBC and www.cbcsports.ca drawing national coverage of our nation's best Little League baseball teams.

The 2020 Little League Canadian Championship will be the 55th anniversary and the winning team will represent Canada at the Little League World Series in Williamsport, Pennsylvania.



LOCAL AUDIENCE EXPOSURE:

- 11 day tournament plus all pre and post exposure
- 7 teams from Coast to Coast playing 22 games
- 120 players 11-12 years of age
- 21+ coaches, 18+ umpires and 12+ Little League Canada officials
- Approx 2000 people at Layritz Park during Championship Final weekend



NATIONAL MEDIA COVERAGE:

- Semi-finals and finals broadcast on national television
- 24 hour online coverage (web & mobile)
- 60 hours nationwide broadcasting on CBC



SOCIAL MEDIA:

- Facebook, Twitter & Instagram



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SPONSORSHIP OPPORTUNITIES

The following is a list of services that our local business community can support. As your sponsorship package is developed, the combined value of cash & in-kind calculation will determine which partnership tier. Cash donations will be valued at a 1-1 ratio and in-kind donations valued at the lowest number needed (example if we need 8-12 Team Meal sponsors the value will be based on 8).

MEDIA SPONSOR

Local media partner resource to promote the tournament. We are unable to give exclusive rights as CBC will be broadcasting live on TV and via www.cbc.ca but we can promote your organization as the official local media source. This is a national event which will give your organization great exposure across the country and possibly internationally.

PLAYERS BANQUET SPONSOR

As the banquet sponsor you will be given exclusive advertising/sponsorship recognition. The Players Banquet is the only all-inclusive event throughout the tournament and will be attended by all teams, coaches, delegates and families. This will be great exposure for your company to showcase your food and facility. Any additional sponsor recognition will be limited to Legacy & Tournament Partners during this event.

TRANSPORTATION SPONSOR

Shuttle Service or vehicle rentals for all teams to be used to and from Lodging, Games, Practices and events.

PLAYERS CLOTHING

Participants in this tournament will be given specially printed clothing branded for the tournament. This apparel will be worn throughout the event and beyond. The clothing can be viewed as a walking billboard for your company.

TEAM MEALS

As part of participating at the event, meals are provided to players, coaches and umpires. This is a great chance to showcase local restaurants, food trucks and or catering companies.

TOURNAMENT SOUVENIRS

By choosing to sponsor the souvenirs, your sponsorship and recognition can extend past the event with branded goods that will be taken back home by all teams and spectators.

PROGRAM PRODUCTION

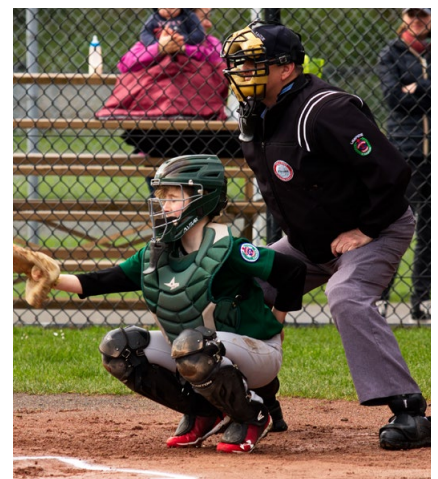
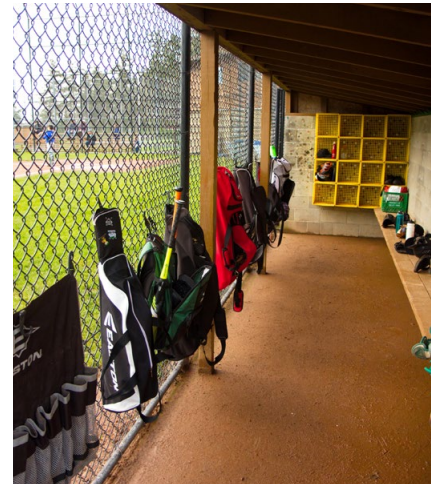
Programs are kept as keepsakes from events by players and spectators.

AWARDS

The winning team will receive custom designed Canada 2020 medals. We want these medals to be as memorable as possible.

TEAM DISCOUNTS

We will promote your business to all teams and families in exchange that they receive a discount to visit your business.





IN ADDITION, LAYRITZ LITTLE LEAGUE, IS RAISING FUNDS FOR A TOURNAMENT LEGACY FUND THAT WILL BENEFIT THE GREATER VICTORIA BASEBALL COMMUNITY FOR MANY YEARS TO COME.

SPONSORSHIP LEVELS:	LEGACY PARTNER*	TOURNAMENT PARTNER*	HALL OF FAMER	ALL-STAR	MVP	SLUGGER
SPONSORSHIP VALUE	\$30,000+	\$25,000	\$10,000-\$15,000	\$5,000-\$9,999	\$2,000-\$4,999	IN KIND & under \$2,000
Permanent Signage at Layritz	yes	--	--	--	--	--
Scoreboard Sign	yes	yes	--	--	--	--
Media Guide	2 full pages	1 full page	half page	¼ page	4x3 ad	--
Park Signage	yes	yes	yes	yes	yes	yes
Web Exposure	yes	yes	yes	yes	yes	yes
Social Media Presence	Yes – enhanced	Yes – enhanced	Yes – enhanced	yes	yes	yes
Banquet*	6 tickets*	6 tickets*	4 tickets & logo on display	2 tickets	2 tickets	--
Swag	YES & logo on materials	YES & logo on materials	YES	1 item / offer	no	no
Pop-Up / Onsite Activation	yes	yes	yes	--	--	--
2020 Sponsor Recognition Program	yes	yes	yes	yes	yes	yes

*Both the Legacy Partner and Tournament Partner will have exclusive opportunities to engage with the full tournament audience during the Players Banquet. The opportunities are to be negotiated and agreed upon signing the partnership agreement with tournament organizers.





LAYRITZ LITTLE LEAGUE FACTS:

- 100% volunteer run, non-profit society serving over 450 boys and girls aged 4 to 12 years old each season
- Member of District 7 (Greater Victoria) in BC Little League
- 2018 marks the 60th Anniversary of Layritz Little League, one of Canada's oldest Little Leagues in Canada

LITTLE LEAGUE CANADA FACTS:

- Little League Baseball is the largest amateur volunteer sport organization in the world
- Over 75,000 boys and girls play Little League Baseball in Canada
- In 1952, Canada became the first international team represented in the Little League Baseball World
- In its current format, seven teams take part in the tournament with representatives from the British Columbia, Alberta, Prairies, Ontario, Quebec and Atlantic regions, plus the host team, competing in a round-robin format with the top four teams reaching the semifinal round.
- Notable members of past Canadian Regional Tournament championship teams include major leaguers Michael Saunders (Gordon Head Little League, Victoria, B.C.; 1999), Adam Loewen (Kennedy-Surrey Little League, Surrey, B.C.; 1996) and Jason Bay (Trail Little League, Trail, B.C.; 1990).

2020 LITTLE LEAGUE CANADIAN CHAMPIONSHIP FACTS:

- The Little League Canadian Championships will bring the top 11-12 year-old Little League teams from across Canada
- The 11-day tournament determines Canada's representative team at the 2020 Little League World Series in Williamsport, Pennsylvania
- BC region has represented Canada 24 times since the inception of the Canadian Little League Championship
- Layritz Little League will represent Victoria, BC in the tournament as the Host team

CHALLENGER BASEBALL CANADA FACTS:

- Challenger Baseball provides children with cognitive or physical disabilities their opportunity to play baseball
- Players are paired with an able bodied buddy who mentors and assists them in playing the game
- Two local Little League teams will play a feature game in the 2020 Canadian Little League Championship





**YOU CAN HELP
MAKE DREAMS
COME TRUE**

**CONTACT US NOW AND
SEIZE THE
OPPORTUNITY
AND BE A PART OF THIS SPECIAL EVENT**

**YOUR SPONSORSHIP WILL
HELP BUILD
A LEGACY
FOR LITTLE LEAGUE BASEBALL
IN VICTORIA, BC**

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