



Elevate **My** Chess

SPONSORSHIP PACKAGE

Golden Horseshoe Chess Championship: June 2 - 3, 2018



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Our event details

What

Elevate My Chess Canada is a Canadian based company founded by chess lovers who have created a community for fellow chess lovers and those interested in learning more about the game of chess. The company promotes and manages chess tournaments across the country in addition to other valuable services offered to our members and tournament participants.

The 2018 Golden Horseshoe Chess Championship is one of our top championship tournaments with top Canadian chess players already registered to attend. With approximately 5 weeks before the event, we already have over 120 participants registered. We anticipate having at least 150 registered players in addition to their parents and supporters present at the event which spans over a period of 2 days.

Who

Our chess events attract chess players and their parents and supporters. For the Golden Horseshoe Chess Championship there is no age limit so we will expect to see players ranging in age from 6 to 80. See our player demographics for more details.

When

Saturday, June 2nd to Sunday, June 3rd, 2018

Where

Sandman Signature Mississauga Hotel, 5400 Dixie Road, Mississauga, Oakville, Ontario

How

For more information about sponsorship opportunities, contact:

Ken Green: 416 706-3491

Gary Hua: 289 208-3488

info@elevatemychess.com



Demographics of event participants

Majority of participants at the Golden Horseshoe Chess Championship will be families that reside in the GTA with a good number of these families coming from the Halton region. Since this is an open chess event, we also expect participants from across Ontario and other parts of the country.

Research shows chess is more popular than you may think. Outside of the glare of the media spotlight chess players now make up one of the largest communities in the world: over 605 million adults play chess regularly! In the U.S., more people play chess than tennis and golf, combined!

Across the board, chess players and non-players alike rank chess significantly higher than any other game or sport for attributes such as intelligence, sophistication, strategy, perfection and complexity confirming top branding agency Pentagram's view: "Chess is about Thinking and Winning." Chess is not a 'casual' game. Unlike other sports, chess content remains vital and engaging long after a game is over and the results are known.

As with many hobbies, chess enthusiasts make significant investment of time and energy without expectation of compensation, except in kind. Based on these, chess is regularly played by a demographic that is the holy grail of sponsors. Our participants are affluent, young, educated, informed, connected and active!

Our participants and their families also have higher than average household income. While chess has very low barriers to entry and is played across the socioeconomic spectrum, in North America, approximately 78% of regular chess players are university graduates. Among households with incomes over \$120,000, 21% are regular chess-players. As a result, chess players consume both moderately and immoderately: in categories traditionally used to measure affluence (cars, watches, air travel, branded alcohol consumption, online purchasing), global research organization TGI (WPP) reports that chess players are 40-100% more likely to purchase a luxury item than a non-chess-player.



Past Sponsors

- Manzer Insurance Services
- GMS Professional Corporation, Chartered Professional Accountants

What our past sponsors had to say:

“Great opportunity to showcase my services and connect one on one with parents. It was amazing to see the enthusiasm in the room.”

Why Sponsor?

Why Sponsor?

- Connect with over 150 enthusiastic chess players and another 150 to 300 parents and supporters who will attend our event over the course of 2 days
- Engage with your target audience and the entire chess community at an event unlike any other
- Increase awareness of your products and services and your overall brand
- Reach more people weekly through our online marketing campaign via our weekly newsletter to our chess community and via our website

Who Should Sponsor?

- Companies passionate about the success of their products and services
- Companies looking to be part of a unique, inspiring and engaging community event
- Companies who value the educational benefits that chess provides to our kids, youths and adults
- Companies looking to support and promote the game of chess in our community



Sponsorship opportunities

Premium Sponsorship

- Opportunity to be the main event sponsor with co-branding of event in your name, e.g. *The Golden Horseshoe Chess Championship presented by "ABC Inc."*
- 5-minute opportunity to speak to participants at the beginning of the event
- Big signage at the event with table display at venue entrance
- Distribution of promotional materials at the event
- Introduction each day at the event and oral mention of your company name, products and services
- Three VIP tickets that can be used to sponsor three participants to enter the tournament FREE – they can wear a branded t-shirt or hat in your company name
- Logo placement and link on our website and all event promotional materials – print, website and social media
- Cost: **\$2,000**

Classic Sponsorship

- Signage at the event with table display at venue entrance
- Distribution of promotional materials at the event
- Oral mention of your company name, products and services
- One VIP ticket that can be used to sponsor a participant to enter the tournament FREE – the participant can wear a branded t-shirt or hat in your company name
- Logo placement and link on our website and all event promotional materials – print, website and social media
- Cost: **\$1,000**



Standard Sponsorship (Most Popular)

- Distribution of promotional materials at the event
- Oral mention of your company name, products and services
- Logo placement and link on our website and all event promotional materials – print, website and social media
- Cost: **\$500**

Basic Sponsorship

- Oral mention of your company name, products and services
- Logo placement and link on our website and all event promotional materials – print, website and social media
- Cost: **\$250**

Sponsorship at a glance

	Premium	Classic	Standard	Basic
Cost	\$2,000.00	\$1,000.00	\$500.00	\$250.00
Event main sponsor with co-branding	X			
5-minute opportunity to speak at event	X			
Introduction each day at the event	X			
Signage and display table at entrance	X	X		
Distribution of promotional materials	X	X	X	
Oral mention of company, products and services	X	X	X	X
FREE VIP tickets to sponsor participants	3	1	0	0
Logo placement on promotional materials	X	X	X	X



How to get started

Sponsorships are considered on a first come, first serve basis and are subject to approval. To apply to be a sponsor and for more information about sponsorship opportunities, please contact:

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