



WATERDOWN CHESS CLUB, A Not-For-Profit Chess Club

INVITATION TO SUPPORT A COMMUNITY EVENT

Waterdown Chess Challenge Event: Saturday, April 14, 2018



About Our Club

The Waterdown Chess Club is a volunteer-run Not-For-Profit club affiliated with the Chess Federation of Canada. The club offers weekly after-school chess instruction and coaching to kids and adults in our community. We have over 40 kids and adults registered with our club. To learn more about our club, please visit www.waterdownchessclub.ca

Our event details

The Waterdown Chess Challenge is a one day annual event hosted by the club for players of all categories – young and old, masters and beginners. The 2018 Waterdown Chess Challenge will feature both competitive and fun chess games with cash prizes and medals for winners. We anticipate having at least 60 registered players in addition to their parents and supporters present at the event.

When: Saturday, April 14, 2018

Where: St. James United Church, 306 Parkside Drive, Waterdown, Ontario

Time: 9:00 am to 6:00 pm

Why Sponsor?

- 🐎 Connect with over 60 enthusiastic chess players and another 30 to 60 parents and supporters who will attend our event
- 🐎 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
- 🐎 Invest in the educational benefits that chess provides to our kids, youths and young adults in our community
- 🐎 Support and promote the game of chess in our community



Sponsorship opportunities

There are many ways you can support, choose one or more of the following:

- 🏇 **\$50** – you can sponsor a player to participate or multiple players at \$50 per player. You will be mentioned on our online communication and on the day of the event.
- 🏇 **\$100** – with a minimum of \$100, you can sponsor the cash prize for a section of the tournament. You will be mentioned on our online communication and on the day of the event.
- 🏇 **\$200** – with a minimum of \$200, you get the same benefits noted above. In addition, we will include a link to your website on our weekly online communication to our database list of players and parents.
- 🏇 **\$300** – with a minimum of \$300, you get the same benefits noted above. In addition, we will distribute print marketing materials on the day of the event to participants and their parents and supporters.
- 🏇 **\$500** – with a minimum of \$500, you get the same benefits noted above. In addition, you will be offered a 5-minute opportunity to speak and address participants, their parents and supporters at the beginning of the event.
- 🏇 **\$1,000** – you get the benefits above and in addition, you get the Opportunity to be the main event sponsor with co-branding of event in your name, e.g. ***The Waterdown Chess Challenge Event presented by “ABC Inc.”*** Further, you can display your signage at the event with a table display at the venue entrance.
- 🏇 **In kind** – if you run restaurant or coffee shop, you can support by supplying lunch, coffee and/or drinks for the participants. You can also provide cash to help offset the food costs. At the event, drinks and coffee will be FREE, however, we will sell food at a discount to raise additional funds to support the club.



How to get started

We invite you to consider an opportunity to support this great community event. To sponsor and for more information about sponsorship opportunities, please contact:

Ken Green, Event Organizer: 416 706-3491

Gary Hua, Event Organizer and Waterdown Chess Club Director: 289 208-3488

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