

# SPONSORSHIP PLAN

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## THE 2019 WINTER DEAFLYMPICS



**ASSOCIATION DES SPORTS  
DES SOURDS DU CANADA**



**DEAFLYMPICS**



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# CDSA

The Canadian Deaf Sports Association (CDSA) is a non-profit organization dedicated to the development of high-performance deaf and hard-of-hearing athletes. Through direct financial support, the CDSA helps athletes participate in international sports events sanctioned by the International Committee of Sports for the Deaf and the Pan-American Sports Committee for the Deaf.

## CDSA VALUES

- Excellence
- Success
- Transparency
- Ethics
- Communication

# THE WINTER DEAFLYMPICS

The 19<sup>th</sup> edition of the Winter Deaflympics will be held from December 12<sup>th</sup> to 21<sup>st</sup>, 2019 in Italy, in the regions of Valtellina and Valchiavenna.

The Summer and Winter Deaflympic Games are designed to bring together elite athletes from around the world who are either deaf or hard-of-hearing to compete in various sports events while fostering friendship among nations.

Canada has taken part in the Games since 1959. Once again, this year, the CDSA will send a delegation of high-level athletes to represent the country at this international competition.

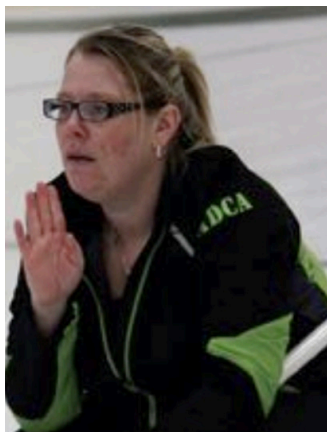
## THE CANADIAN DELEGATION

The Winter Deaflympic Games will gather more than 25 national delegations, totalling between 500 and 600 athletes, taking part in 6 sports events.

The Canadian delegation, funded by the CDSA, will consist of 35 elite athletes, either deaf or hard-of-hearing, competing in the four events listed below:

- Curling
- Ice hockey
- Alpine ski
- Snowboard

## INSPIRING DEAF PARTICIPANTS IN THE 2019 EDITION OF TEAM CANADA



### **Sally Korol** (Alberta)

#### **Three-time World Championship medallist and two-time Olympic medallist in Curling**

Bronze medal at the 2017 World Championship  
(Sochi, Russia)

Bronze medal at the 2015 Winter Deaflympics  
(Khanty-Mansiysk, Russia)

Silver medal at the 2013 World Championship  
(Bern, Switzerland)

Gold medal at the 2009 World Championship  
(Winnipeg, Canada)

Gold medal at the 2007 Winter Deaflympics  
(Salt Lake City, USA)



### **Michael Merriman** (Saskatchewan)

#### **Head Coach of Canada's hockey team**

Four-time Deaflympian for Canada's hockey team  
(1995, 1999, 2003, 2007)

Four-time medallist with two gold and two silver medals

Hockey Canada-certified high-level hockey coach

Hockey coach for 9 years at the Athol Murray College of Notre-Dame

23 years of experience as a coach and educator in various sports programs at high-school level



**Photo of the 2015 Canadian delegation at the Deaflympics  
in Khanty-Mansiysk in Russia**

## **TAKING PART IN THE DEAFLYMPICS**

The 18<sup>th</sup> edition of the Winter Deaflympics in Khanty-Mansiysk in Russia in 2015 set a record for participation with 27 national delegations and 336 elite athletes present at the event. Its increasing participation rate makes the Winter Deaflympics a not-to-be-missed event in deaf and hard-of-hearing sports.

Fans may follow their teams thanks to a live stream on the Deaflympics web site. In addition, the CDSA will post news and information about the Canadian delegation in real time on its Facebook page.

# SPONSORSHIP PLAN OBJECTIVES

The objective of the current financing plan is to raise \$25,000. This sum will be used to cover expenses associated the Canadian delegation's participation in the Games.

The CDSA's needs toward funding the Canadian delegation's participation in the Deaflympics are shown below.

Air travel to Italy	<b>\$1,600</b>
Accommodations + meals (14 nights)	<b>\$2,400</b>
Uniforms	<b>\$550</b>
Registration	<b>\$200</b>
<b>TOTAL COST PER ATHLETE</b>	<b>\$4,750</b>

The CDSA will cover between 40% and 50% of the travel cost. The fundraiser is designed to cover part of the athletes' remaining costs.

Fundraising objective	<b>\$25,000</b>
Expected number of athletes	<b>35</b>
<b>AVERAGE FUNDING PER ATHLETE</b>	<b>\$714</b>

By attaining the financing plan's objective of raising \$25,000,  
**17.5% of athletes' participation costs can be covered.**

**To date, the CDSA has already raised \$9,000 as part of this financing plan:**

Fundraising objective	<b>\$25,000</b>
Donation by Jim Kyte, former NHL deaf player	<b>\$2,500</b>
2018 Canada Deaf Games	<b>\$2,500</b>
Private donors	<b>\$4,000</b>
<b>SPONSOR PLAN GOAL</b>	<b>\$16,000</b>

**Consequently, the objective of this sponsorship plan is to receive funding totalling \$16,000** to provide partial funding to cover athletes' participation costs for the 2019 Winter Deaflympics.

Sponsoring the CDSA has a direct positive impact on athletes. Thanks to the funding they receive, Canadian athletes can focus on their training in better conditions so as to perform well at the Games and aim for Gold. In addition, the Games provide the athletes with a national and international showcase, bringing visibility and recognition for their participation and achievements at the Deaflympics.

## **GOLD MEDAL SPONSORSHIP**

This level of partnership provides you with high visibility on key CDSA platforms, including athletes' uniforms and CDSA communications.

This sponsorship opportunity is exclusive to you as the leading CDSA partner. It provides you with maximum visibility. In addition, the members of your organization will be invited to an introductory session on hockey or curling at an amateur club in your province to gain a better understanding of deaf sports.

## **SILVER MEDAL SPONSORSHIP**

As a key CDSA partner, this level of sponsorship provides you with very good visibility as your logo will be displayed on all CDSA communications materials. This opportunity also includes an introductory session on deaf hockey or curling at an amateur club in your province.

## **BRONZE MEDAL SPONSORSHIP**

This sponsorship opportunity provides you with choice visibility as your logo will be displayed on all CDSA communications materials as well as on athletes' helmets.

## **FREESTYLE SPONSORSHIP**

This is a custom partnership opportunity that enables you to provide in-kind donations, such as:

- Uniforms
- Tracksuits and sports equipment
- Any donation designed to help the delegation take part in the Deaflympics.

This sponsorship opportunity provides custom visibility in accordance with your participation level and our space availability.

## MORE ABOUT OUR SPONSORSHIP OPPORTUNITIES

Visibility tools	Description	Gold medal sponsorship <b>ONE SPONSOR</b>	Silver medal sponsorship	Bronze medal sponsorship	FREESTYLE sponsorship
<b>Naming</b>					
<b>Naming</b>	The delegation's name includes the partner's name: Team Canada-Partner_Name	✓			
<b>Branding equipment</b>					
<b>Logo level 1</b>	2x2 logo on athletes' uniforms (top and bottom) (must be validated by the ICSD) Largest logo on clothing at the opening and closing ceremonies	✓			
<b>Logo level 2</b>	Medium-sized logo on clothing at the opening and closing ceremonies		✓		
<b>Logo level 3</b>	Small-sized logo on clothing at the opening and closing ceremonies			✓	
<b>Displaying the partnership</b>					
<b>Chief Partner</b>	Showcase partner logo with the partner identified as the "Chief Partner" on the following platforms: - Newsletter - Social media posts - CDSA flyers and brochures - Watermarks on CDSA photos of the event	✓			
<b>CDSA Partner</b>	Partner logo displayed on the following: • Newsletter • Social media posts • CDSA flyers and brochures	✓	✓	✓	✓
<b>Event</b>					
<b>Introduction to deaf hockey or curling</b>	An introductory session on deaf hockey or curling will be held in conjunction with an amateur club in your province. The session is open to members of partner organizations.	✓	✓		
<b>Pricing</b>		<b>\$10,000</b>	<b>\$5,000</b>	<b>\$1,000</b>	<b>ON REQUEST</b>