

Canada Elite Badminton & Sports

177B WESTCREEK DRIVE L4L 9N6 VAUGHAN, ONTARIO

Phone No.: +1 905-944-0607 | Email: info@elitebadminton.ca | Website: www.elitebadminton.ca



Canada Elite Badminton & Sports Sponsorship Packages

CEBA (Canadian Elite Badminton Academy) is the first of its kind Chinese professional badminton club in Vaughan, Canada. It is conveniently located in Woodridge, a huge suburban community in the city, slightly north of Toronto. It is in close proximity to the renowned tourist area Wonderland and the busy shopping area Vaughan Mills. Interestingly enough, CEBA is quite close to west and east cities of Toronto.

As the first Chinese badminton club in the burgeoning city of Vaughan, CEBA has used state-of-the-art equipment for establishing its hardware facilities and setting up the software coach teams.

We are privileged to have Ouyang onboard as our head coach. As a former player in the Chinese National Badminton team, he has previously served as a badminton coach in Canada, Singapore and China. Renowned for his expertise and knowledge, Ouyang is assigned to help the club coaches bring more improvement to the game.

We are proud to have Xiong Guobao, Liu Zhiheng, Xie Zhihua as part of the international consultant team. We believe that we need to have international talent on our team, which actually brings diversity and new ideas to the fold. This also helps foster cultural diversity since our overarching goal is to encourage badminton for all ethnic groups living in Canada. By doing so, we will train and polish a new crop of professional Canadian badminton players, primed for national and future Olympics. On the other hand, we will make valuable contribution to our immediate society by promoting badminton in the Canadian community.

Helen Hu is the founder and the principal of CEBA. Her specialty is in ecommerce, brand planning and marketing activities. There is more to Helen Hu than meets the eye. She also founded HH Dance & Fitness in 2006 along with her co-founder. They have made a name for themselves by partaking in international dance competitions in Europe and North America. She went on to found her own fashion dance brand, known as Natural Spin. Helen Hu switched gears and allowed children to play badminton. She successfully transformed herself from a dancer to badminton player. To this end, she also acquired the certification of Canadian national badminton coach after a thorough study and practice.

The CEBA opened its doors successfully in August 10, 2019, with the collaboration of two founders. The focus on usage of top-grade professional badminton technology was stringent to achieve the desired results. With advertising for CEBA strictly off the table, in a matter of only 2-

Canada Elite Badminton & Sports

177B WESTCREEK DRIVE L4L 9N6 VAUGHAN, ONTARIO

Phone No.: +1 905-944-0607 | Email: info@elitebadminton.ca | Website: www.elitebadminton.ca



3 months, it offered more than 10 training courses in badminton for different ages and levels. These are targeted for immediate community and their future professional players.

Interestingly, 4 professional tournaments have been successfully organized by CEBA. Furthermore, it has also represented the top manufacturers of badminton equipment, namely Black Knight, Redson, Victor and Yonex alongside other noteworthy first-line brands. An ecommerce store (online www.elitebadminton.net and offline on site pro-shop) have been inaugurated to promote badminton products and sales. Not just that, CEBA has also unveiled the very first and high-tech Redson badminton-stringing machine. As of yet, it is the only professional badminton club in Toronto city to have its own sports bar, too. The idea, is not just to let the game of badminton be competitive and recreational, but also to be a great social sports. CEBA is slated to attract both international and domestic badminton fans via offline and online marketing channels.

At the moment, CEBA is busy in promoting itself on various marketing mediums, ranging from social media, website promotion, ecommerce avenue and promotional activities. As the Christmas season nears, CEBA has plans to initiate diverse marketing strategies and organize events to promote itself and badminton.

CEBA is actually using a two-pronged approach. It is reaching out to communities and schools in Vaughn city, and also organizes training sessions for them. These training sessions are for players of different age groups, running all through the week. CEBA participates and facilitates provincial competitions, club leagues, international challenges and small-scale events and competitions. It is predicted that the number of players partaking in CEBA badminton will significantly increase by 2020. In 2020, CEBA will become one the most influential badminton clubs in Toronto city. It is scheduled to host at least 10 badminton competitions next year (2020), and the number of participants partaking in these competitions are X.

To further extend the reach and boost strength of CEBA, it is now providing badminton event sponsorship opportunities to the potential sponsors. It will be awarded on a first come and first served basis.

We have one Title Sponsor for different tournaments (\$30,000 CAD).

1. The title sponsor can hand a color banner, with a length of 15 meters.
2. The title sponsor reserves the right to use the CEBA sponsorship on his website, media advertisements and WeChat platform.
3. The title sponsor will be allowed to advertise in the best-reserved spots at the venue, place of the tournament, hanging banners, roll ups, and other advertising collaterals. The title

Canada Elite Badminton & Sports

177B WESTCREEK DRIVE L4L 9N6 VAUGHAN, ONTARIO

Phone No.: +1 905-944-0607 | Email: info@elitebadminton.ca | Website: www.elitebadminton.ca



sponsor at his own expense will produce these. Furthermore, all of the advertising collaterals will be approved by the organizing committee and competition venues for that matter.

4. All the competitions that are sponsored by the title sponsors are labeled as CEBA First (sponsor name) Christmas Competition and as such.
5. The title sponsors will attend the short speeches and opening ceremony of the competitions and stand side by side with the badminton athletes and political community.
6. The title sponsors will attend the award ceremony in every competition and present the championship trophy and medals.
7. The title sponsor will also be promoted on CEBA's WeChat group and other social media pages along with other marketing mediums.
8. The title sponsor also holds the right to produce and distribute souvenir of CEBA tournaments. The title sponsor will have its brand name imprinted on the back of the t-shirt. The title sponsor pays all fees.
9. The organizer and title sponsor will negotiate other special returns.

Sponsorship Categories

- Diamond sponsors 2 (\$6000 CAD)
- Platinum sponsors 4 (\$3,000 CAD)
- Gold sponsors 8 (\$1,500 CAD)
- Silver sponsors 12 (\$800 CAD)
- Friendship sponsors 18 (\$100 to \$499 CAD in cash or in-kind sponsorship)

1. Every sponsor will be allotted a different-colored banner (which defines the club) at various locations on the club.
2. The sponsors will be promoted on social media pages of CEBA. This includes YouTube, Instagram, Facebook, Twitter and other channels. It will be also promoted on WeChat.
3. The sponsors have all the right to use CEBA on their own website, WeChat messaging platform and other marketing channels.
4. For friendship sponsor, responsibility will be taken for volunteer food (breakfast, lunch, dinner), beverage as well as other supplies for the club.

Thank you for your attention, we are looking for your support!

To avail the badminton tournament sponsorship opportunity contact: Helen Hu: 905-944-0607, sponsors@elitebadminton.ca