

 **ITF NATIONAL TAEKWON-DO**  
CHAMPIONSHIPS 2021 *Vernon BC*



**April 24 & 25, 2021**  
**Kal Tire Place, Vernon, B.C.**

**SPONSORSHIP OPPORTUNITIES**





CANADA  
COACH



# **NATIONAL TAEKWON-DO** **CHAMPIONSHIPS 2021** *Vernon BC*

To Whom This May Concern,

Sundance Martial Arts is proud to host the Canadian Taekwon-Do Federation's premier event of 2021. The Canadian National Championships and Team Selections are being held at Kal Tire Place in Vernon on April 24<sup>th</sup> and 25<sup>th</sup>. We are inviting you, as a member of our local business community, to partner with us in hosting this prestigious event.

This event is open to Canadian athletes of all ages and skill levels. It is especially important for Canadian black belts as it serves as an opportunity to earn a spot on the National Team at the World Championships in Tampere, Finland in September 2021.

We have put together several sponsorship packages at different commitment levels so that we can suit the needs of any size business and budget. This event is a great opportunity for our entire community to get involved and we want to give your business the chance to be a part of history!



David White  
Chair, Organizing Committee



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## At A Glance

### Canadian Taekwon-Do Federation International

- The Canadian Taekwon-Do Federation International (C.T.F.I.) is the official National Association for the International Taekwon-Do Federation (I.T.F.) in Canada. ([www.tkd-itf.org](http://www.tkd-itf.org))
- Over 120 clubs in 10 provinces with an estimated membership of over 15,000 individuals throughout Canada
- One of the largest martial arts organizations in Canada and the largest of the ITF Style of Taekwon-Do

### 2021 National Championships and Selections

- 500+ Competitors, of all ages and experience levels from 50+ clubs throughout Canada
- 500+ Volunteers, Coaches, Spectators, Family Members, Officials and Support Staff
- Over 200 elite black belts trying for spots on Team Canada to compete at the ITF World Championships in Tampere, Finland
- Two full days of competition at Kal Tire Place creating a great family event for the Vernon community
- Over 500 cumulative room nights sold in local hotels
- Awards Gala and Reception to follow
- Over 120 divisions in 7 disciplines of Taekwon-Do



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## **DIAMOND (Presenting) Sponsorship**

**One Available: \$3000.00**

- **Naming rights to the tournament: 2021 CTFI National Championships presented by YOUR NAME HERE**
- Rights to set up a presentation/sales booth at the venue on tournament days in a premium, high traffic, location. Get your brand noticed!
- 4 Banners to be placed around the side of the competition area in premium visibility. – Banners to be provided by the sponsor
- An additional banner to be placed behind the head table (best available placement)
- Mentions in ALL media releases and interviews
- Option to speak at the opening ceremonies (maximum 5 minutes)
- Logo and hyperlink on all pages of [www.ctfi-nationals.com](http://www.ctfi-nationals.com)
- Dedicated posts on all social media related to the event
- Live video with the event host leading up to the event for social media. (over 1500 followers through multiple platforms)
- Double page, full colour, center-fold, advertisement in the program (600+ copies handed to all participants and spectators) – provided by sponsor
- Large logo will be displayed on the Sponsorship Appreciation Billboard in the main concourse of Kal Tire Place during the event
- Logo on all participation certificates
- Logo on all posters, volunteer t-shirts and official invitation package
- Logo on step and repeat banner behind the podium
- 8 tickets for V.I.P. Access to the event
  - Including the V.I.P. Lounge and Seating



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## **GOLD Sponsorship**

**6 Available: \$1000.00**

- Recognition and a banner at all volunteer events
- One additional venue banner strategically located in high visibility areas for the entire event (A total of 3 banners for Gold) - Banners to be provided by the sponsor
- Logo featured on every page of 2021 Nationals website and invitation to competitors
- Premier retail space in the main concourse during the event
- Full page, full-colour advertisement in the event program (600+ copies) – content provided by sponsor
- Logo on volunteer's merchandise
- Large logo will be displayed on the Sponsorship Appreciation Billboard in the main concourse of Kal Tire Place during the event
- Enhanced social media presence
- 6 tickets for V.I.P. lounge access at the event
- All SILVER and BRONZE package benefits

## **SILVER Sponsorship**

**\$600.00**

- One additional banner strategically located in high visibility areas for the entire 2-day event (A total of 2 banners for Silver) - Banners to be provided by the sponsor
- Logo featured on every page of the 2021 Nationals website.
- Half page, full-colour advertisement in the event program (600+ copies) – content provided by sponsor
- Banner at the closing festivities
- Logo displayed on the Sponsorship Appreciation Billboard in the main concourse of Kal Tire Place during the event
- Social Media recognition
- 4 tickets for V.I.P. lounge access at the event
- All BRONZE package benefits



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## **BRONZE Sponsorship**

**\$400.00**

- If secured early enough, your business will be included in the 2021 CTFI Nationals Marketing Brochure being presented at the 2020 CTFI Nationals in Toronto
- Name will be displayed on the Sponsorship Appreciation Billboard in the main concourse of Kal Tire Place during the event
- 1 banner (for Bronze) strategically located in high visibility areas for the entire event – Banner to be provided by the sponsor
- Logo featured on every page of the event website.
- Your company logo on the 2021 Nationals Website, Instagram, Twitter and Facebook profiles
- Verbal recognition daily throughout the event and verbal thank-you at all public and team events
- ¼ page, full-colour advertisement in the event program (600+ copies) – provided by sponsor
- Two tickets for V.I.P. lounge access at the event
- All SUPPORTER package benefits

## **SUPPORTER Sponsorship**

**\$200.00**

- Name on event poster and Social media recognition leading up to and during the 2-day event
- Verbal recognition occasionally at the event
- Named in pre- and post-event advertising



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# ITF NATIONAL TAEKWON-DO CHAMPIONSHIPS 2021 *Vernon BC*

## Mr. David White, BBA



- Life-long Vernon resident with strong ties to the community
- 6<sup>th</sup> Degree Black Belt and Class “A” Umpire
- Owner and Founder of Sundance Martial Arts Ltd.
- Former Vice President of the ITF of BC and Former Chair of the ITF of BC Tournament Committee
- National Coach for Germany 2019
- Experienced tournament host, including:
  - 2010 ITF of BC Provincial Championships
  - 2013 BC Cup
  - 2015 CTFI Western Championships
  - 2017 BC Cup
  - Several invitational and smaller events since 2007

## North Okanagan Taekwon-Do Association

NOTA is the Fundraising Association for the parents and students of Sundance Martial Arts and is a registered society with the Province of British Columbia under the Societies Act. Our large and dedicated volunteer base looks forward to welcoming Taekwon-Do athletes from across the country.



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Parking	680 cars and 6 buses
Stadium seating	3,003
Footprint of building	5,900 m <sup>2</sup>
Building, both floors	82,000 m <sup>2</sup>
Upper level	2,644 m <sup>2</sup>
Public washrooms	48
Dressing rooms	7

- Host Venue of the 2014 RBC Cup
- Host Venue of the 2008 Ford World Women's Curling Championships
- Home of the Vernon Vipers Hockey Club
- Built in 2001
- Full NHL size surface which will have 6 full size matted rings, a separate matted breaking ring, fully matted warm up and on deck areas.
- Full concession with several food options for attendees
- Walking distance to both tournament hotels.

Venue Address:  
3445 43 Avenue  
Vernon, B.C. V1T 8P5

**KALTIRE**  
PLACE

Virtual Tour and More Information <https://www.vernon.ca/parks-recreation/recreation-facilities/kal-tire-place>



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## SPONSOR REGISTRATION

Company/Organization Name

Address

City

Postal Code

( )

Contact Name

Phone Number

Email Address

### Sponsorship Commitment

- DIAMOND (Presenting Sponsor) - \$3000.00
- GOLD - \$1000.00
- SILVER - \$600.00
- BRONZE - \$400.00
- SUPPORTER - \$200.00

### Office Use

- PAID
- HIGH RES. GRAPHIC PROVIDED
- BANNER(s) PROVIDED

Please make cheques payable to Sundance Martial Arts Ltd.  
E-transfers can be sent to [instructor@sundancemartialarts.com](mailto:instructor@sundancemartialarts.com)

*Thank you for your support!*

### Sundance Martial Arts Ltd.

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