

ROTARY BEACH BASH 2024



Beach Bash
VOLLEYBALL

Rotary  Club of Windsor (1918)



MAY 24TH - 25TH • 2024
AUGUST 23RD - 24TH • 2024

SPONSORED BY

DOWNTOWN
WINDSOR

BEACHBASH.CA



ABOUT

The Downtown Windsor Business Improvement Association and Rotary (1918) are once again teaming up to present the Beach Bash 2024, an exhilarating beach volleyball tournament that blends sporting excitement with community unity.

Set against the picturesque backdrop of Downtown Windsor's vibrant atmosphere, Beach Bash 2024 promises a weekend of sun-soaked fun, fierce competition, and a shared passion for bringing people together. With the new downtown volleyball court right on Ouellette Avenue, participants will dig deep, spike hard, and serve up their best in the heart of our city's energy.

This event isn't just about volleyball; it's about fostering connections, celebrating teamwork, and showcasing the heart of Windsor's business and community spirit. Event proceeds are going towards Rotary (1918)'s initiative of addressing homelessness and food insecurity in our community.

Join us as a sponsor for Beach Bash 2024 and be part of an experience that blends camaraderie, competition, and community. Your support not only elevates your brand but also contributes to the success of an unforgettable event that resonates with residents, visitors, and enthusiasts alike.

Become a partner in this exciting journey and let's make Beach Bash 2024 an event that shines bright in the heart of Windsor.



THE TOURNAMENT

LOCATIONS:

Downtown Windsor's New Beach Volleyball Ampitheatre
 College Boreal
 On The Beach Bar & Grill

DIVISIONS:

Pro Men and Women's Divisions (Teams of 2)
 Corporate Mixed 6's Division (Teams of 6 or more)

SPONSORSHIP OPPORTUNITIES

Ignite your brand at Windsor's Volleyball Beach Bash!

Elevate your brand and ride the wave of excitement with Windsor's electrifying Beach Bash Volleyball Tournament, an event that isn't just a game -- it's a celebration of community, sportsmanship, and giving back.

As we bring back this iconic event, seize the chance for remarkable brand visibility and integration, set against the backdrop of thrilling matches and an audience brimming with energy.

By aligning your brand with the Beach Bash, you're not only tapping into tangible marketing rewards but also establishing your company as a visionary sponsor of Windsor's premier volleyball event. An event that promises a footfall of thousands, all gathered to celebrate, compete, and champion the cause of our community's most vulnerable.

Our tailored sponsorship tiers start at \$500. As your commitment magnifies, so do the benefits. Our dedicated team is on standby, eager to craft a sponsorship experience that aligns seamlessly with your brand's distinct marketing goals.

UNPARALLELED VISIBILITY • STRATEGIC PROMOTION • EXCLUSIVE HOSPITALITY

Unlock the power of the Volleyball Beach Bash to amplify your brand:

- ▶ Massive foot traffic: Harness unparalleled brand exposure opportunities amidst an expected crowd of passionate attendees.
- ▶ Prime spots: Benefit from areas dense with visitors, perfect for product sampling and direct brand-to-customer interactions.
- ▶ Tailored audience demographics: We offer an audience profile that resonates with your brand ethos and requirements.
- ▶ Opportunities for brand exclusivity: Stand out by securing exclusive brand promotion zones or categories.
- ▶ Collaborative marketing efforts: We're ready to co-create marketing material with you, ensuring your brand's optimal visibility and engagement.
- ▶ Expanded sponsorship opportunities: Dive deeper with broader, more flexible sponsorship options available.

Position your brand at the heart of Windsor's sports and community spirit. Come aboard, make a splash, and witness your brand soar at the Beach Bash Volleyball Tournament 2024!

Diamond Sponsors: \$10,000

Boost your brand's prominence by becoming the exclusive Diamond Sponsor of the Beach Bash Volleyball Tournament. This elite sponsorship grants you unparalleled brand visibility and engagement with our participants and audience. Champion your support for sports and community enrichment while amplifying your brand's image. With every mention, from radio waves to social media buzz, feel the exhilarating ripple effect of your brand resonating with a vast audience of sports aficionados and the community as a whole.

As a Diamond Sponsor, you'll enjoy:

- ▶ Entry fees for three (3) teams in each of our corporate tournaments (May 24-25, 2024 and August 23-24, 2024) waived (\$3,000 value). Your team spots are guaranteed!
- ▶ Prime logo placements on event promotional materials, advertising—including digital and radio—and the official event microsite
- ▶ Special recognition during the event's opening, closing, and prize distribution ceremonies
- ▶ A dedicated booth space to interact with event-goers
- ▶ Inclusion in press releases and media highlights
- ▶ A chance for a representative from your organization to address the attendees
- ▶ Company logo on prominent signage at our feature Downtown Volleyball Amphitheatre
- ▶ Live mentions every half hour at our feature Downtown Volleyball Amphitheatre
- ▶ Logo printed on all player t-shirts
- ▶ Ability to include branded items in participant swag bags and welcome packages
- ▶ Regular mentions on social media platforms before and during the event

Platinum Sponsors: \$7,500

Elevate your brand to stardom as a Platinum Sponsor! Dive into an ocean of unmatched visibility where your logo shines on every corner – be it on event materials, banners, digital platforms, or the leaderboard right at the heart of the action. As a Platinum Sponsor, you're not just investing – you're making a statement, celebrating community spirit, and engaging with a diverse audience in the most dynamic way.

Your Platinum benefits:

- ▶ Entry fees for two (2) teams in each of our corporate tournaments (May 24-25, 2024 and August 23-24, 2024) waived (\$2,000 value). Your team spots are guaranteed!
- ▶ Prominent mentions in radio advertisements
- ▶ Company logo on prominent signage at our feature Downtown Volleyball Amphitheatre
- ▶ Live mentions every half hour at our feature Downtown Volleyball Amphitheatre
- ▶ Logo printed on all player t-shirts
- ▶ Buzz-worthy social media features and prominent logo presence on our event website Ability to include branded items in participant swag bags and welcome packages
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Gold Sponsors: \$5,000

Elevate your company's profile by becoming a Gold Sponsor. Your logo will be showcased on various event materials, including banners, signage, and the event website, ensuring widespread visibility. Your company's recognition during the opening and closing ceremonies will underscore your commitment to the event's success.

With your logo displayed on a sandwich board, your brand will be prominently featured in the tournament's dynamic atmosphere. The Gold Sponsorship offers an excellent balance of exposure and involvement, making it an ideal choice for those looking to engage with both participants and spectators. By aligning your brand with this exciting community event, you're sure to make a lasting impression on a diverse and engaged audience.

- ▶ Entry fees for one (1) team in each of our corporate tournaments (May 24-25, 2024 and August 23-24, 2024) waived (\$1,000 value). Your team spots are guaranteed!
- ▶ Logo placements on event posters, flyers and official microsite
- ▶ Live mentions every half hour at our feature Downtown Volleyball Amphitheatre
- ▶ Logo displayed on downtown sandwich boards
- ▶ Logo printed on all player t-shirts
- ▶ Ability to include branded items in participant swag bags and welcome packages
- ▶ Mentions on social media platforms before and during the event

Silver Sponsors: \$2,500

As a Silver Sponsor of the Beach Bash Volleyball Tournament, your company gains valuable recognition and exposure within the event's vibrant community. Your logo will be prominently placed on event banners, signage, and the official website, ensuring widespread visibility among participants and attendees.

Enjoy acknowledgment during the opening and closing ceremonies, showcasing your support for the event's success. Your involvement will contribute to the event's dynamic atmosphere, leaving a positive impression on participants and spectators alike. The Silver Sponsorship provides a great opportunity for businesses seeking to enhance their local presence while aligning with a popular community event. Join us as a Silver Sponsor and showcase your commitment to healthy competition and community engagement.

- ▶ Entry fees for one (1) in either our Saturday May 25, 2024 or Saturday August 24, 2024 tournaments (\$500 value). Your team spot is guaranteed!
- ▶ Live mentions every hour at our feature Downtown Volleyball Amphitheatre
- ▶ Logo displayed on downtown sandwich boards
- ▶ Logo printed on all player t-shirts
- ▶ Logo presence on our event website

Bronze Sponsors: \$1,000

By becoming a Bronze Sponsor of the Beach Bash Volleyball Tournament, your company gains a platform to showcase its support for community events and engagement. Your logo will be featured on event banners, signage, and the official website, ensuring visibility among event participants and attendees. While not included in the opening and closing ceremonies, your logo presence on various event materials will contribute to your brand's exposure. This sponsorship level is an excellent choice for businesses looking to make a meaningful impact within the local community, aligning with the tournament's spirit of friendly competition and camaraderie. Your investment as a Bronze Sponsor will be appreciated by participants, spectators, and event organizers alike.

- ▶ Live mentions every hour at our feature Downtown Volleyball Amphitheatre
- ▶ Logo printed on all player t-shirts
- ▶ Logo presence on our event website

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

A Prize Sponsorship for the Beach Bash Volleyball Tournament offers an opportunity to contribute to the event's excitement and recognition of participant achievements. Your sponsorship involves providing valuable prizes for tournament winners, showcasing your support for healthy competition and community engagement. As a Prize Sponsor, your company's name and contribution will be announced during the prize distribution ceremony, ensuring your recognition in front of participants and attendees. Your generosity plays a significant role in creating a memorable experience for participants and reinforcing your brand's commitment to community events.

Cash Prize Sponsor: \$5,000

The Cash Prize Sponsor is the exclusive sponsor of the prizes for the Pro Men & Women's Teams with a prize board of \$1,200 for First Place; \$600 for Second Place; \$300 for Third Place; and \$150 for Fourth Place.

- ▶ Your Prominent logo placement on event banners, signage, and the official website
- ▶ Recognition and presence during the prize distribution ceremony
- ▶ Opportunity to address players and spectators at the prize distribution ceremony
- ▶ Acknowledgment on social media platforms
- ▶ Acknowledgement on paid digital advertising

Medallion Prize Sponsor: \$2,500

The Medallion Prize Sponsor is the exclusive sponsor of the medallions for all divisions, in both first and second placements.

- ▶ Your Prominent logo placement on event banners, signage, and the official website
- ▶ Recognition and presence during the prize distribution ceremony
- ▶ Opportunity to address players and spectators at the prize distribution ceremony
- ▶ Acknowledgment on social media platforms
- ▶ Acknowledgement on paid digital advertising

Your contribution is crucial in enhancing the participant experience and celebrating their achievements. We value your commitment to making the Rotary Beach Bash Volleyball Tournament a memorable and rewarding experience for all involved.

****Note: All sponsorship package prices are adjustable to fit your budget and desired level of involvement. We are open to discussing customized options to ensure your company's unique needs are met.***

We look forward to partnering with you to make the 2024 Rotary Beach Bash Volleyball Tournament a tremendous success!

Bleacher Sponsors: \$2,000

Reach spectators in the bleachers! This sponsorship opportunities not only creates meaningful connections with audiences, it enhances brand image and contributes to community engagement. You'll be able to pick one of three zones in the courts, and your sponsorship will cover both the May 2024 and August 2024 tournaments – guaranteeing you significant visibility and exposure. Bleachers are sold on a first-come-first-served basis, so do not delay and hop on this today!

- ▶ Sponsor banner to be displayed and hung from the bleacher
- ▶ Acknowledgment on social media platforms
- ▶ Live mentions every hour at our feature Downtown Volleyball Amphitheatre
- ▶ Logo printed on all player t-shirts
- ▶ Sponsor name displayed on event website



DOWNTOWN
WINDSOR

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