

# **SPONSORSHIP OPPORTUNITIES AND BENEFITS**

**2023 BAGGATAWAY CUP**

**NOVEMBER 3-5, 2023**

**TRENT UNIVERSITY, JUSTIN CHIU STADIUM**





Trent's Excalibur Men's Lacrosse Team made us proud, winning the 2022 Canadian University Field Lacrosse Association (CUFLA) Baggataway cup at home in Justin Chiu Stadium in front of a packed hometown crowd!

Trent is set to host the Canadian University Field Lacrosse Association (CUFLA) Baggataway Cup for the second year in a row and we couldn't be more excited.

This three-day championship tournament runs from November 3-5, 2023 and will showcase the highest calibre of men's university field lacrosse in Canada. Six games will take place across the three days and the tournament brings in students, family, and friends from competing universities, as well as members of the local community and lacrosse enthusiasts.

Last year's tournament saw over 5,000 spectators over the course of the tournament

This is an outstanding opportunity to support Trent Excalibur Men's Lacrosse and profile your brand within the Trent and Peterborough community. We have a variety of sponsor levels to suit your business needs.



# SPONSORSHIP BENEFITS

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**Promote yourself** - corporate sponsors will gain exposure through print and digital advertising, and also through on-site news media coverage, and game broadcasts (web streaming and television). *All games to be webcast; all major media will be invited.*

**Be a good corporate citizen** - demonstrate your company's leadership in promoting excellence in sport.

**Build goodwill** - be recognized for your generosity and good spirit through event promotions and media coverage.

**Make your employees proud** - proudly mention your company's involvement in supporting sport through internal and/or external communications by your organization



**Strengthen your organization's brand awareness** - Choose from one of our sponsorship levels that best aligns with your corporate vision and objectives or work with our team to review your needs and develop a personalized sponsorship package that allows you to connect your brand with students, faculty, alumni and fans.

Our team is ready to work with you to discuss your needs and develop a personalized sponsorship package that allows you to connect your brand with students, faculty, alumni and fans.  
To discuss your sponsorship opportunities, please contact:

Kate Buchanan, Sales & Customer Engagement  
[katherinebuchanan@trentu.ca](mailto:katherinebuchanan@trentu.ca)



# SPONSORSHIP OPTIONS

## **Title Championship Sponsor** (\$3,000)

*Only one available*

- Sign at the stadium entrance throughout tournament
- Full page program ad
- Digital ad on Justin Chiu Stadium Scoreboard video display at all six games
- Logo on Baggataway cup Championship website
- VIP passes (6) - access to all games and signage in VIP tent
- Recognition at each game - sponsorship announcements
- Sponsor announcements on nationally broadcasted live webcast (3,000 + viewers in 2022)
- Social Media daily at tournament

## **Gold Championship Sponsor** (\$1500)

- 1/2 page program ad
- Digital ad on Justin Chiu Stadium Scoreboard video display at all six games
- Logo on Baggataway cup Championship website
- VIP passes (4) - access to all games and VIP hospitality tent
- Sponsor announcements on nationally broadcasted live webcast (3,000 + viewers in 2022)
- Recognition at each game - sponsorship announcements
- Lawn sign in Stadium



## **Silver Championship Sponsor** (\$750)

- 1/2 page program ad
- Digital ad on Justin Chiu Stadium Scoreboard video display at all six games
- Logo on Baggataway cup Championship website
- VIP passes (4) - access to all games and VIP hospitality tent
- Lawn sign in Stadium

## **Game Day Sponsor** (\$300)

- Digital ad on Justin Chiu Stadium Scoreboard video display at sponsored games
- VIP passes (2) - access to sponsored games and VIP hospitality tent

## **Retail Vendor**(\$500)

- Space to set-up a retail/vendor table throughout the tournament

