



**Presented by:**



## SPONSORSHIP INFORMATION

VERSION 1.2, APRIL 12

SUPERSEDES VERSION 1.1, APRIL 9

JULY 27TH – 29TH, 2012  
AT THE RICHMOND OLYMPIC OVAL



## The Story Behind It All

In December of 2011, two Jeffs crossed paths, and a dream turned into a reality, bigger than either imagined.

Jeff Cartwright, a BC firefighter and entrepreneur, had discovered last year that his son, Liam, was diagnosed with juvenile diabetes. He approached the Vancouver Dodgeball League (VDL)'s program coordinator Jeff Phung and asked if VDL would support a small charity dodgeball tournament to raise money for a cure.



Jeff Phung took the idea to the International Dodgeball Association (IDA – an initiative of VDL) and it took off from there. IDA and all the VDL executives loved the idea, and decided to back up Jeff Cartwright's initiative and dedication (whom we've affectionately dubbed Firefighter Jeff). While presenting the idea to IDA's volunteer team, we learned that many of IDA's own members and their families are affected by juvenile diabetes. With our diverse reach and network, we concluded that supporting this cause for a cure would make a solid impact on our community and possibly the millions impacted by Type 1 juvenile diabetes.



After much discussion with Firefighter Jeff and partnering with JDRF and the BC Professional Firefighters Association, IDA decided to make it happen this year and create the inaugural JDRF Dodgeball Open at the Richmond Olympic Oval. Since Firefighter Jeff wants to make zero dollars on this event, we support him by having all proceeds go to JDRF to find a cure for his son and all the people with juvenile diabetes.

By sponsoring The JDRF 1st Annual Dodgeball Open, you and your organization would be serving a worthwhile cause in improving the millions of people affected by juvenile diabetes. We invite you to join along in contributing to find a cure to Type 1 juvenile diabetes.



## About Us

The International Dodgeball Association (IDA) is a grassroots initiative to advance the sport of dodgeball globally. Run entirely by passionate volunteers who love the game and love to share it, we cultivate dodgeball communities based on good sportsmanship that builds friendships and promotes fair and spirited play.

We bring to communities a variety of activities including league play, tournaments, skills clinics, and social events, on top of participating in and sponsoring various charitable endeavours. By building an atmosphere that's based on fun, fitness, service, and spirit, we aim to advance dodgeball worldwide.

IDA is an initiative of the Vancouver Dodgeball League Society (VDLS), the largest non-profit dodgeball organization in the world. VDLS consists currently of the Vancouver Dodgeball League and the Coquitlam Dodgeball League, and boasts over 210 teams with 1,500+ players, 50+ volunteers, and over 7 years of experience.

League executives and players pride themselves on being the soul and spirit of a fun, non-profit society, giving back to the communities that make this thriving environment – one of team-building, competition, sportsmanship, fitness, and friendships – possible. We're spreading the dodgeball love.



## IDA's Vision

At IDA, we firmly believe in the power of dodgeball to do good. Community building is an integral part our mission, and we give back through direct charitable donations to worthy organizations, by organizing charitable dodgeball tournaments and donating the proceeds, and/or sponsoring those of others with equipment and prizes.

We've raised over \$10,000 in the past seven years. Through organized tournaments and direct giving, we've raised money for organizations including:

- › Easter Seals
- › Right To Play
- › Big Brothers Association of Greater Vancouver
- › The BC Cancer Foundation
- › The Canadian Red Cross (Asian Tsunami and Haiti Relief efforts)
- › The Canadian Breast Cancer Foundation
- › Juvenile Diabetes Research Foundation

As well, through indirect efforts we've helped others raise money for other organizations. For more information about us, see [www.playdodgeball.org/vision/](http://www.playdodgeball.org/vision/)

# Sponsorship Details

## Core Tournament Details:

**DATE:** Friday July 27th – Sunday July 29th

**VENUE:** Richmond Olympic Oval

**TEAMS REGISTRATION:** 100 spots open, registration online

**WEBSITE DETAILS:** <http://playdodgeball.org/international-tournament/>

SPONSORSHIP LEVELS	TITLE/PLATINUM \$5000+	GOLD \$3000	SILVER \$2000	BRONZE \$1000
<b>LOGOS (LARGE / MEDIUM / SMALL AT IDA'S DISCRETION)</b>		-	-	-
Banners	Large. Primary placement	Medium	Small	Small
IDA Volunteers t-shirts	Large	Medium	-	-
IDA Exec t-shirts	Large	-	-	-
Referees t-shirts	Large	-	-	-
Court label	Large	-	-	-
Schedule board	Large	-	-	-
Event related signage	Large	Medium	Medium	-
<b>WEB PRESENCE</b>				
Event Registration Page	Y	Y	-	-
IDA & VDL WEBSITES		-	-	-
- Home page	Primary placement	-	-	-
- Event title page	Primary placement	Secondary placement	General placement	General placement
- Subsidiary pages	Y	-	-	-
- Gallery Pages (Tournament specific)	Y	-	-	-
IDA & VDL FACEBOOK				
- Scheduled mentions	(Exclusive individual event related mention)	(1:3 ratio of event related mention)	(1:5 ratio of event related mention)	-
IDA & VDL Twitter				-
- Scheduled mentions	(Exclusive individual event related mention)	(1:3 ratio of event related mention)	(1:5 ratio of event related mention)	-
IDA & VDL VIDEOS (YOUTUBE)		-	-	-
- IDA Youtube page (Tournament specific videos)	Y	-	-	-
Linking URL to Corporate Website	Y	Y	Y	Y
<b>EVENT</b>				
Company banner placement around the courts	Primary Placement	Secondary Placement		
X number of mentions in announcements throughout the event	Minimum 5-7 times	Minimum 3-5 times	General	General
Trophy/Award Ceremony	Y	Y	General	General
120 seconds of stage presence by company representative (content must be approved by IDA)	Y	-	-	-
VIP Status at the tournament	Y		-	-
Access to tournament athletes	As approved by IDA	As approved by IDA	-	-
Tournament team entry	1 Team included	1 Team included	1 Team included	-
Materials placed on registration table	As approved by IDA	As approved by IDA	-	-

# Demographics: Our Players

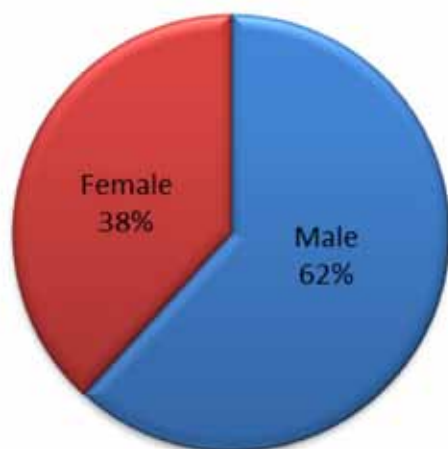
IDA offers access to a desirable and difficult-to-reach target market. Within the IDA there is an approximate spending power between \$33,000,000 and \$60,000,000 annually. This means that, on average, an IDA player has a salary between \$23,571 and \$42,857. Statistically, the median age is 24, and we have an balance of students and working professionals.

VIEW THE ONLINE  
SURVEY IN DETAIL:  
<http://bit.ly/llzhbf>

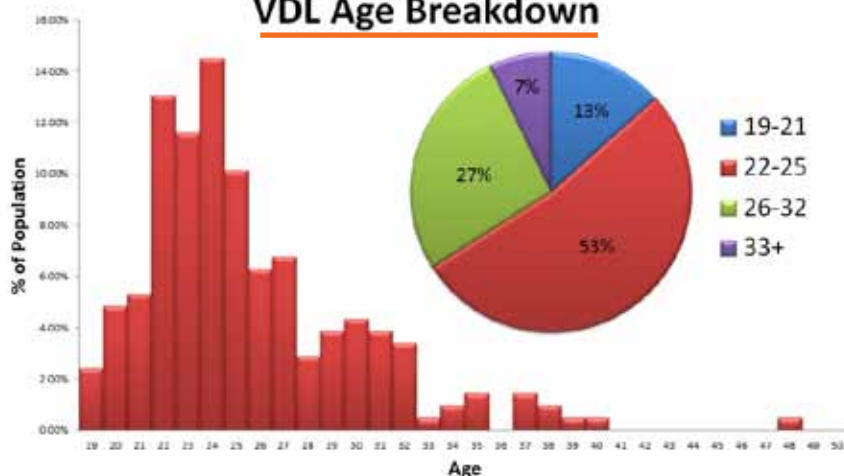
These factors combined make us an excellent network and target market for growing a consumer base. You will have access to a young demographic who will be the spenders of tomorrow.

The data below is accumulated from 223 surveys out of the 1380 players in VDL.

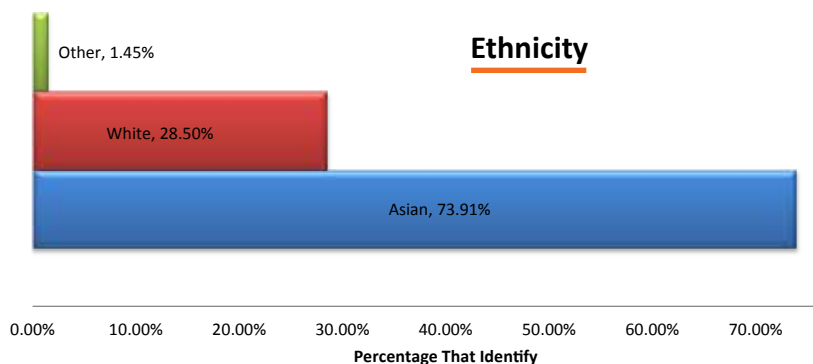
## Gender



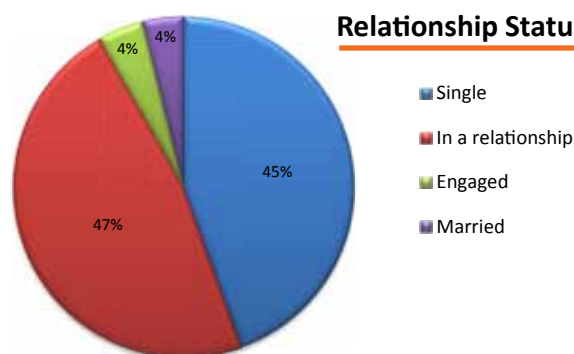
## VDL Age Breakdown



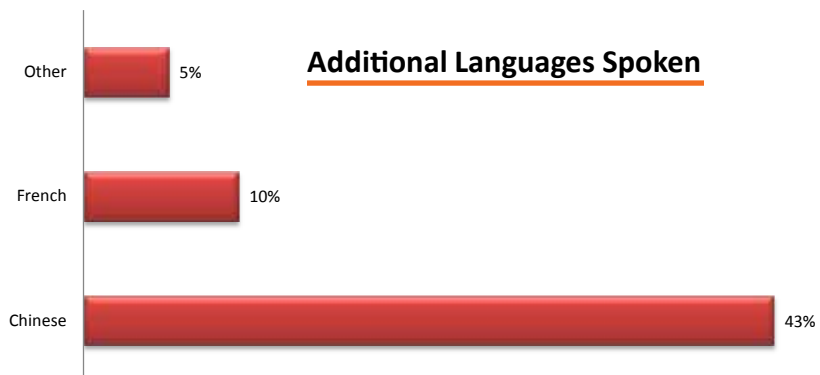
## Ethnicity



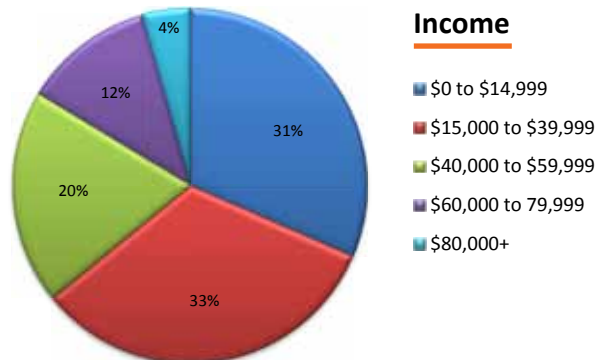
## Relationship Status



## Additional Languages Spoken



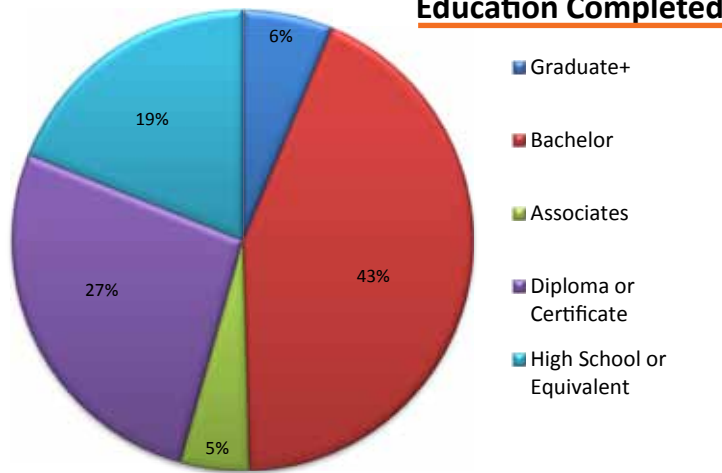
## Income





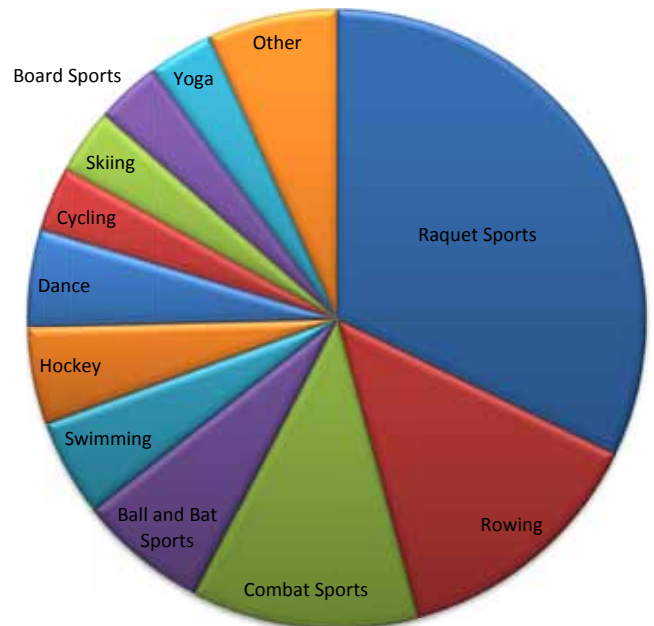
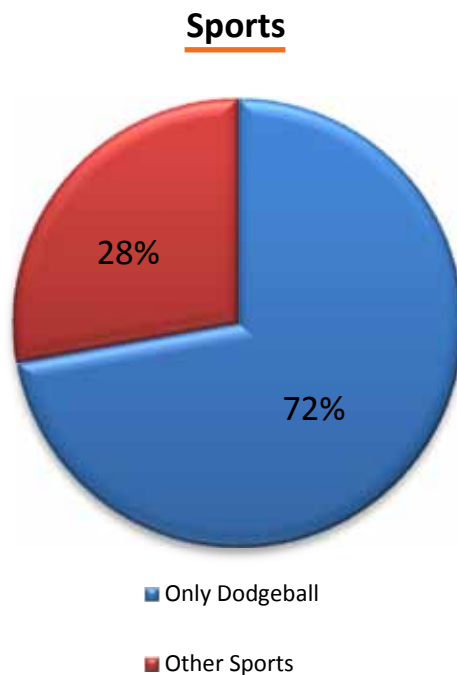
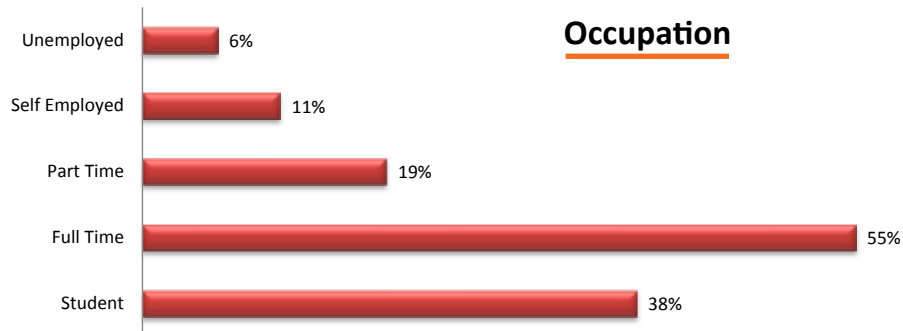
# Demographics: Our Players

VIEW THE ONLINE  
SURVEY IN DETAIL:  
<http://bit.ly/Ilzhbf>



### Top Cities

	Vancouver	37.39%	516
	Burnaby	12.32%	170
	Brampton	7.54%	104
	Surrey	3.99%	55
	Richmond	3.91%	54
	North Vancouver	3.12%	43
	Toronto	1.74%	24
	Calgary	1.67%	23
	Coquitlam	1.52%	21
	Victoria	1.45%	20



### Other Sports Breakdown

### Desktop Operating System

	Linux	0.94%	13
	Mac OS X	15.00%	207
	Windows	63.26%	873

### Mobile Operating System

	iPhone OS X	12.97%	179
	BlackBerry OS	2.75%	38
	Android	2.68%	37