



SPONSORSHIP PROSPECTUS

A proud member of the
Canadian Team Handball Federation



**British Columbia Team Handball Federation
2014 - 2015 Sponsorship Prospectus**

BE OUR SPONSOR

Gain excellent publicity for your company and help develop handball in British Columbia by sponsoring BC Handball! Both our Men's and Women's teams are regularly top contenders and compete across the country. Becoming a sponsor will give your company great exposure, in addition to supporting a growing sport.

WHY?

Combined with our own fundraising efforts, your sponsorship will contribute to venue rental, team wear and equipment costs, and will greatly help us to keep developing our sport in BC.

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ABOUT

Team Handball (more generally referred to as Handball) is a fast, technical and physical Olympic sport where two teams of six players and one goalkeeper, on an indoor court try, to throw the ball into their opponents' goal. Often described as waterpolo on dry land, Handball utilizes a mixed skillset from other sports such as basketball, soccer, rugby and lacrosse. The game is made up of two 30-minute halves, with the typical total number of goals ranging from 40 to 70. This description is far afield from that of Handball which resembles racquetball. Handball is a popular sport around the world, especially in Europe. It is played in 183 countries, 31 million players of all ages, trainers, officials and referees worldwide acting with 1,130,000 teams. Much like hockey in Canada, top level league matches in Europe can attract upwards of 10,000 spectators per match. It is a growing sport in Canada and the US. Here in British Columbia, after many years of absence, the sport is back again and we hope that it will continue to grow.

The current Olympic Federation (Canadian Team Handball Federation) oversees the development of the sport in the country, organizing the National Championships, and determining the guidelines for player, coach and referee development in Canada. Their website may be visited at www.handballcanada.ca/.

The current edition of the British Columbia Team Handball Federation (BCTHF) was established on the 3rd of September, 2003 and assisted by a former BC Handball player, Gary MacDonald, and a former coach, Frank Geulen, both of whom are in Handball Canada's Hall of Fame. The BCTHF is the governing body for Handball in BC and currently has provided residents of the Greater Vancouver and Kamloops Regional Districts the ability to play this wonderful sport. Current clubs are Vancouver Handball Club, and Kamloops Team Handball Club, with student clubs playing mini-handball at Simon Fraser University and University of British Columbia, and handball is continually expanding throughout the province.

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Handball in BC is relatively new compared to its provincial counterparts, as such much of its membership have handball playing roots from elsewhere in the world, but are continually recruiting athletes of all ages and skill-level. Players from over 40 countries, and numerous backgrounds, have been a part of British Columbia Team Handball. The Federation prides itself on this fact, as it is uniquely capable of bringing together people of all ages and backgrounds. Our enthusiastic group is determined to make handball better known in British Columbia.

Since 2009 BC Handball competes annually at the California Cup Invitation Handball Tournament, where the men's team consistently places in the top 3. In 2010, the newly formed BC women's team, first in BCTHF history, won the California Cup women's division, and subsequently placed 3rd at the Canadian Team Handball Senior National Championship women's division.

Building on the team determination, the 2011 edition of the Canadian Team Handball Senior National Championship was held May 20th to 22nd in British Columbia, hosted by the BCTHF, at the famed Richmond Olympic Oval multi-sport facility. The handball atmosphere was continuous, hard-hitting, physical and fast-paced with 13 teams representing 6 provinces spanning the men's and women's divisions all competing for Canadian supremacy in the senior division.

The federation's aspirations include developing an U-18 program, to serve as a pipeline into the Canadian National Team. This U-18 team would be the basis of a development model, allowing for further domestic awareness of team handball and subsequently feed into the senior program.

Through the Youth Handball Initiative, BC Team Handball will help develop the sport through schools in the Greater Vancouver Region District and beyond, recruiting athletes with the Canadian National Team in mind.

As is true of most sport disciplines, team handball promotes healthy living, and stronger bonds with the local community. The athleticism and

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accessibility of the sport make team handball perfect for the Canadian marketplace. The unique qualities of team handball also make it an ideal sport for cultural awareness and exchange, allowing for members of different cultures to interact.



We thank you for your interest in our federation and our sport, and we hope to hear from you.

Sincerely,

A handwritten signature in blue ink that reads "David Lee". The signature is stylized and fluid.

David Lee
Executive Director
British Columbia Team Handball Federation

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2014 - 2015 SCHEDULE OF EVENTS

(This schedule is by no means exhaustive, and may change as the season progresses.)

15/16 November 2014 – BC Handball Cup – *Richmond, BC*

24/25 January 2015 – California Cup Invitational – *Fremont, California*

February TBA 2015 – Cascadia Cup – *Portland, Oregon*

March TBA 2015 – LA Big 4 Cup – *Los Angeles, California*

March TBA 2015 – Seattle Cup – *Seattle, Washington*

March TBA 2015 – Falcon Cup – *Edmonton, Alberta*

April TBA 2015 – Heritage Cup – *Regina, Saskatchewan*

15-17 May 2015 – Canadian Senior National Championships – *Alberta*

15-17 May 2015 – US National Championships – *York, Pennsylvania*

July TBA 2015 – Vancouver Beach Handball Open – *Vancouver, BC*

August TBA 2015 – Oregon Beach Handball Open – *Portland, Oregon*

14/15 November 2015 – BC Handball Cup – *Richmond, BC*



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GOALS

Youth Handball Initiative & School-based Instruction

A major aspect of growing the sport of team handball here in Canada involves developing future generations of players. With a number of talented, knowledgeable team handball players, BC Team Handball is in a unique position to vastly spread high-concept team handball in the region.

The majority of Canadian-based talent has been developed through the public school system over the past decades in Alberta and Quebec, with many other provinces not far behind in development.

We have been fortunate to be included in School Board Professional Development Days sessions in various school districts throughout the province in the Physical Education category. In the geographic regions accessible to Vancouver and Kamloops, where Handball clubs are established, members of BC Handball have been able to provide instructional services with a combination of theoretical discussion, video examples, handouts, and physical demonstration. For inaccessible regions, we are able to supply an instructional resource package to the user groups. Depending on the age / grade group, handball or mini-handball is taught. Following the instruction, we continue to work with area schools to develop the sport, and assist in organizing local competition between area schools.

Through this effort, four South Burnaby Elementary Schools participated in a successful 2 month handball league during the 2010-2011 academic year.

The BCTHF aims to begin with an outreach to all schools and community centres in the Greater Vancouver Regional District to set a baseline of handball enthusiasm.

A U-18 youth program exists at Yale Secondary School since 2010, operated by founding member and current Vice Principal of Yale Secondary, for grades 9 thru 12. The development of both the boys and girls team has progressed

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significantly to be competitive with the BC Handball Senior B-team as well as the Handball team from Kamloops. For 2013/2014, the Yale Secondary team is planning on participating in at least one high school handball tournament in Alberta or California.

The BCTHF, wishes to utilize the successful development at Yale Secondary and expand into the surround schools of Abbotsford School district. Thus allowing for the development of a regional league. The BCTHF will also try to utilize this development concept to further pursue in the Vancouver School district.

The following is a subset of Schools taking part in Handball:

Intramural with inclusion as part of their Physical Education program currently exist at the following institutions:

Stelly's Secondary School (Saanichton), Yale's Secondary School (Abbotsford), Moscrop Secondary School (Burnaby)

Modified-Handball programs through student clubs:

University of British Columbia, Simon Fraser University, University of Northern British Columbia

Community Initiative

At present, BC Handball has been able to partner with UrbanRec Vancouver since 2011 to offer "European Handball" regularly as part of their Multi-Sport league. UrbanRec < www.urbanrec.ca/Vancouver/ > is the largest integrated provider of recreation sports in Western Canada, generally aimed at the 20 - 40 year old participants. They operate co-ed sports leagues and tournaments, social activities, special events, charity events and corporate team adventures. The Multi-Sport league puts teams against each other in a variety of sports over the course of the season. Teams will accumulate points throughout the season to determine a league champion.

BC Handball is responsible for providing the use of handballs and referees for the set of handball league matches. Due to the fast physical nature of

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Handball, the referees as responsible for enforcing the basic rules, and to ensure the safety of all athletes involved by maintaining the gameplay at the recreational level.

The collaboration with UrbanRec is a valuable step towards making Handball a league sport at the recreational level, and sets up a pool of athletes who may pursue the competitive side of Handball with the established clubs.

The BCTHF has also been able to participate at Kitsilano Community Sports Day during the summer months demonstrating Beach Handball.

We have received significant interest from community groups in the cities of Delta and Surrey. We aim to continue pursuing avenues of possibilities at the Community Centre and other social interest groups.



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SPONSORSHIP BENEFITS

A variety of sponsorship packages exist and are available starting with a 12 month contract. Customized sponsorship packages can be made, tailored to your specific needs or to benefit particular programs in the club. Below are a number of potential sponsorship package options, and some examples of sponsorship packages.

Platinum Sponsor (\$4,000/yr)

1. Social Media Acknowledgment on all media
2. Special high placement on team website
3. Name/Logo included directly next to team logo in all media
4. Sponsorship announcement during team events
5. Full-page ad in all brochures/programs
6. Full Banner Signage at all events, as close to center court as possible
7. Promotional Materials/Point-of-Sale kiosk at all events[#]
8. Front logo placement (prime) on men's and women's 1st and 2nd jerseys*
9. Percentage of jersey sale profits (15%)
10. Logo placement on all t-shirts
11. BC Handball Cup naming rights
12. BC Handball Team naming rights
13. Friendly handball clinic/match for employees and their families
14. Discounted team membership for company employees and their families

Gold Sponsor (\$2,000/yr)

1. Social media acknowledgment on all media
2. Logo placement on team website
3. Name/logo included in all team media
4. ½ page ad (minimum) in all brochures/programs
5. Full Banner Signage at all events
6. Promotional Materials/Point-of-Sale kiosk at all events[#]

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7. Rear logo placement on men's and women's 1st and 2nd jerseys*
- a. And/or Logo placement on men's and women's 1st and 2nd shorts*
8. Logo placement on all t-shirts
9. BC Handball Cup Naming Rights
10. Framed team photo of both Men's and Women's teams with sponsor
11. Friendly handball clinic/match for employees and their families
12. Discounted team membership for company employees and their families

Silver Sponsor (\$500/yr)

1. Social media acknowledgment on all media
2. Logo placement on team website
3. Name/logo included in all team media
4. ¼ page ad (minimum) in all brochures/programs
5. Partial Banner Signage at all events
6. Promotional Materials at all events
7. Sleeve logo placement on men's or women's 1st and 2nd jerseys*
8. Logo placement on all t-shirts
9. Framed team photo of both Men's and Women's teams
10. Discounted team membership for company employees

Bronze Sponsor (\$200/yr)

1. Social media acknowledgment on all media
2. Logo placement on team website
3. Name/logo included in all team media
4. Sleeve logo placement on men's or women's 1st and 2nd jerseys*
5. ¼ page ad in all brochures/programs
6. Small Banner Signage at all events
7. Framed team photo of both Men's and Women's teams

Men's Team Exclusive Sponsor (\$3000/yr)

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1. Social media acknowledgment on all media
2. Logo placement on team website
3. Name/logo included in all team media
4. ¼ page ad (minimum) in all brochures/programs
5. Partial Banner Signage at all events
6. Promotional Materials at all events
7. Front logo placement on men's 1st and 2nd jerseys*
8. Percentage of jersey sale profits available
9. Logo placement on all t-shirts
10. Framed team photo with or without sponsors
11. Friendly handball clinic/match for employees and their families
12. Discounted team membership for company employees and their families

Women's Team Exclusive Sponsor (\$2500/yr)

1. Social media acknowledgment on all media
2. Logo placement on team website
3. Name/logo included in all team media
4. ¼ page ad (minimum) in all brochures/programs
5. Partial Banner Signage at all events
6. Promotional Materials at all events
7. Front logo placement on women's 1st and 2nd jerseys*
8. Percentage of jersey sale profits available
9. Logo placement on all t-shirts
10. Framed team photo with or without sponsors
11. Friendly handball clinic/match for employees and their families
12. Discounted team membership for company employees and their families

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Youth Program Sponsor (\$500/yr)

1. Social media acknowledgment on all related media
2. Logo placement on team website
3. Name/logo included in all team media
4. ¼ page ad (minimum) in all brochures/programs
5. Partial Banner Signage at all events
6. Promotional Materials at all events
7. Back logo placement on 1st and 2nd jerseys*
8. Logo placement on handball(s) left behind at schools
9. Logo placement on all t-shirts
10. Friendly handball clinic/match for employees and their families
11. Discounted team membership for company employees and their families



* Requires a three-year sponsorship commitment. Sponsorship does not include cost of logo-printing on jerseys.

Requires prior approval from event facility

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Custom Sponsorship Package Options

If you wish to have a custom package, please look through look the following options. This list is by no means exhaustive. If you have ideas not listed here, we are open to receiving them.

Exposure

- Social media acknowledgment
 - twitter (@BCTeamHandball), Facebook pages
- Front Page Team Website (www.bchandball.ca/)
 - With link
 - With company description on sponsor page
- Logo placement
 - Brochure/Event Catalogs - ¼ page, ½ page, full page advert
 - Banner/Signage (home and away events)
 - Small Logo, Partial Banner, or Full Banner
 - Jersey Logo Placement/Sales*
 - Front (Prime), Rear (Secondary), or Sleeve (Tertiary)
 - Jersey sales through team store, with logo placement
 - Percentage of jersey sale profits available with part of package
 - Supplemental Branding
 - T-shirt placement
 - Team shirts
 - Souvenir shirts
- Naming Rights
 - BC Handball Cup Naming Rights
 - " 201X _____ BC Handball Cup "
 - Battle of BC Naming Rights
 - " 201X _____ Battle of BC "
 - Matchday Rights
 - " Matchday #, Presented by _____ "
 - Match Rights
 - " Match #, Presented by _____ "

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Club/Team Naming Rights*

" _____ BC Handball "

Sales (local and regional events)

Brochures available at all competitions and events

Point-of-sale locations at all events[#]

Staff Events/Team Building Events

Invitations to Team Functions

Friendly Handball Clinic/Match for Employees

Discounted Team Membership for Employees



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FINANCIAL STATEMENT

The following is an estimated tally of our annual costs and fees. These fees are subject to fluctuation, and should be considered only as a guideline.

Item	Unit Cost		Yearly Cost
Practice	\$100/sess (2hrs)	(2x2hrs) 30 wks	\$ 6000
Game Facility Costs	\$200/session	Richmond Olympic Oval	\$ 800
Uniforms	\$100/kit	14 kits	\$ 1400
League Costs			\$ 200
CTHF Registration		Affiliate Status	\$ 500
Balls & Misc			\$ 250

Tournaments

Item	Unit Cost		Yearly Cost
Tournament	\$200/Tournament		\$ 1400
BC Handball Cup		Facility	\$ 2000
Nationals	\$900/Team	2 Teams/year	\$ 1800
Travel	~\$1600/person	24 including coaching staff	~\$ 38400

Miscellaneous

Item	Unit Cost		Yearly Cost
Insurance (\$5M)			\$ 800

Youth Handball Initiative

Item	Unit Cost		Yearly Cost
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Balls & Misc			\$ 300
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<http://www.bchandball.ca/>
<http://www.facebook.com/BCHandball>

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