



Your Company's
Partnership with
Not So Pro ® in 2022!

Contact Information

2255b Queen St East, Toronto, ON
Suite 242
M4E 1G3

Telephone: 905-684-6244
info@Notsopro.com



Dear Sponsor,

Not So Pro ® Sports would like to invite you to become an involved and benefitting partner of our 2022 Leagues, Tournaments and Events. We are confident that Not So Pro® Sports will deliver your company effective, fast and innovative ways to promote and endorse your business and its activities.

Not So Pro ® Sports was founded twenty-three years ago and has grown to be one of the largest sport and social clubs in Canada. Currently we have over 5000 young professionals participating in our leagues, tournaments and events.

We have prepared this package to show you all aspects of Not So Pro ® Sports. Information provided on who we are, what we do, past events, pictures, and demographics will confirm that Not So Pro ® Sports is a perfect fit to promote your company.

For additional information, please feel free to contact our offices by email at info@notsopro.com

Sincerely,

John Morrison

President / Founder

Not So Pro ® Sports / WE THE BEACH Clothing Co.

www.notsopro.com

 [notesopro](https://www.facebook.com/notesopro)  [notesoprosports](https://www.instagram.com/notesoprosports)



CONTENT

	Page
Partner with Not So Pro ® Sports in 2022!.....	2
<ul style="list-style-type: none"> 1. Sport Leagues in Toronto 2. Tournaments in Toronto and across Ontario 3. Charity and Community Involvement 4. Social and Special Events 	
Advertising with Not So Pro ® Sports.....	5
<ul style="list-style-type: none"> 1. Demographics 2. Timu.ca Tournament Management App 3. Spike TV Show 2. Additional Benefits 3. Packages and Costs 	
Available Sponsorship Opportunities	7
Sponsorship Agreement	11
Spike TV Package Opportunities	13





PARTNER WITH NOT SO PRO ® SPORTS IN 2022!

In our 24th year, Not So Pro® Sports (NSP) has grown to be one of the largest sport and social clubs in Canada, with over 7,500 participants registered in our leagues, clinics, tournaments, clubs and special events. We are continuing to grow and are always looking to expand in various regions across Canada!

Not So Pro® Sports (NSP) is committed to showing people how to get out there, have fun and realize a lively and social lifestyle within their community. We are successful at achieving this commitment by focusing our energy in three main areas:

1. Outdoor Sports Leagues in Toronto:

With over 2,500 registered players, Not So Pro® Sports (NSP) provides members with a streamlined and extremely well-orchestrated sports league in which they meet and interact with outgoing and social young professionals from across the GTA.

2. Tournaments:

Not So Pro® Sports offers numerous tournaments (Charity and leisure) and special events that draw over 2,500 participants throughout the year.

Not So Pro ® Beach Volleyball Tour

Our most popular event is the Not So Pro ® Sports Beach Volleyball Tour, which is the largest running tour in Canada. It attracts over 2000 players, over 10,000 spectators per event, and huge masses of pedestrian traffic. Not So Pro ® Sports first Beach Volleyball tournament was held in Toronto in 1997. Since then, we have expanded by having our annual Not So Pro® Sports Wasaga Beach Tournament, Not So Pro Toronto Beach Tournament. Not So Pro® Sports Beach Volleyball Tournaments attract players and spectators from all across Ontario.



This year we will be running the following Not So Pro @ Sports Beach volleyball tournaments:

- 1) King and Queens Beach 2's and 4's - *June 28th*
- 2) NSP Beach Volleyball Wasaga - *July 11th / 12th*
- 3) NSP Beach Volleyball Grand Bend - *August 8th / 9th*
- 4) NSP Beach Volleyball Toronto - *August 29th / 30th*

3. Charity and Community Involvement:

This year we are also striving to build new relationships with local nonprofits and charities and we know the importance of giving back. Building awareness of the benefits of sports in the community at all ages is monumental. Sports4Smiles, Can Fund and Jack.org are the three we have chosen to support for our seasons ahead.





4. Social & Special Events:

Not So Pro® Sports social scene has also grown to a large and successful part of our club. With various events and parties throughout the year, we have seen relationships grown amongst our members, as well as individuals within the community that it brings together. These events, some as large as 500 – 1000 participants.





ADVERTISE WITH NOT SO PRO® IN 2022!

Advertising with Not So Pro® Sports directly connects your business with over 7500 motivated, committed individuals 24 hours a day, 7 days a week. With over 29,000 unique visits per month via social media, website, and emails, Not So Pro® Sports is the fastest and easiest way for today's key demographic to find your product or service.

1. Demographics:

Our website users are today's key demographic- they are vibrant, social, fashion conscious individuals with disposable income.

Age:	19-49 years
Income:	above \$60,000 / year
Male/Female ratio:	1:1
Marital status:	Single (75%)

2. **Timu.ca** is our Tournament Management made easy on your Smartphone! Timu.ca makes tournament management as easy as 1-2-3! No app to download, just hit the link for your tournament on your smartphone and save it to your homescreen for a native app look and feel. The web-app allows Tournament Directors, and their staff, to create and manage the entire tournament process in Real-Time, from their smartphone, while at the tournament.

3. **TV Show exposure with Spike TV** (package options attached with network). Spike TV is a beach volleyball show that showcases the reality and behind the scenes of the volleyball community.

3. Additional Benefits:

- Drive Sales
- Fantastic opportunity for consumers to meet with your sales group
- Heighten visibility of your product or service
- Differentiate your product or service from competitors
- Word of Mouth through Facebook, Instagram, Twitter, YouTube, LinkedIn, Socials and private parties.
- Other sponsor website blogs



Packages and Costs

Package 1:

- Single banner (450 x 95 pixels) on front page of website or tile ad (125 x 125 pixels) on all pages with hyperlink to companies website.

Cost:

*Annual Fee: \$3,000

*Quarterly fee: \$900

*Monthly fee: \$300

Package 2:

- Single banner (450 x 95 pixels) on front page of website or tile ad (125 x 125 pixels) on all pages with hyperlink to company's website.
- Inclusion in two emails per month (150 x 225 Pixels or 350 x 100 pixels)

Cost:

*Annual fee: \$5,000

*Quarterly fee: \$1,500

*Monthly fee: \$500





AVAILABLE SPONSORSHIP OPPORTUNITIES

Sponsor Package 1: PLATINUM

\$20,000 and \$5,000 in prizeing

- Centre logo spot on ALL Results screens for EVERY NSP tournament (NSP logo is currently in this spot) Store/Facility locations added to every Map (if desired and applicable) Click thru coupon code (if desired) Google Analytics report for traffic and click throughs
- Presence at all NSP specified events throughout twelve months
- Company name/ logo/weblink on all tournament mobile web-app (**Timu.ca**) scoring/standings/scheduling/playoff tool
- One Outdoor Court at our Beach Tour event will be named after your company
- Sponsor name/ logo recognition on all league materials given to teams
- Guaranteed online presence with sponsor named divisions made visible in all league standings and scheduling web pages
- Sponsor name/ logo/weblink on all league mobile web-app scoring tool
- Large event nights presented by sponsor held twice seasonally
- Tent and Signage at all events
- Announce mentions throughout the event
- Company Name/Logo on all NSP websites with a link to sponsor website for 6 months
- Company Name/Logo on all posters
- Banner in beverage garden and surrounding areas (event specific)
- Sampling Opportunities
- Two contest via website
- Headline sponsor in NSP newsletters promoting Not So Pro® activities
- NSP promotional team will actively direct consumer traffic to target areas
- Corporate team entry in each of our events



Sponsor Package 2: GOLD

\$10,000 and \$5,000 in prizing

- Centre logo spot on ALL Results screens for EVERY NSP tournament (NSP is currently in this spot)
Store/Facility locations added to every Map (if desired and applicable) Click thru coupon code (of desired) Google Analytics report for traffic and click thru's
- Sales and Beverage Sponsor at all Locations
- Presence at all specified NSP events throughout twelve months
 - 1 court will be named after your company
 - Sponsor name/ logo recognition on all league materials given to teams
 - Guaranteed online presence with sponsor named divisions made visible in all league standings and scheduling web pages
 - Sponsor name/ logo/weblink on all league mobile web-app scoring tool
 - Large event nights presented by sponsor held twice seasonally
 - Tent and Signage at all events
 - Announce mentions throughout the event
 - Company Name/Logo on all NSP websites with a link to sponsor website for 6 months
 - Company Name/Logo on all posters
 - Company name/ logo/weblink on all tournament mobile web-app scoring/standings/scheduling/playoff tool
 - Banner in beverage garden and surrounding areas (event specific)
 - Sampling Opportunities
 - One contest via website
 - Gold sponsor level in NSP e-mail newsletters promoting Not So Pro®
 - NSP promotional team to direct consumer traffic directly to beverage garden throughout the event



Sponsor Package 3: SILVER

\$7,500 and \$2,500 in prizing

- Rotating logo spot on ALL Results screens for EVERY NSP tournament (rotates thru all sponsors in this category) Store/Facility locations added to every Map (if desired and applicable) Click thru coupon code (if desired) Google Analytics report for traffic and click thru's
- NSP Sponsor at all locations and Websites
- Presence at all specified NSP leagues throughout six months
 - Sponsor name/ logo recognition on all league materials given to teams
 - Guaranteed online presence with sponsor named divisions made visible in all league standings and scheduling web pages
 - Sponsor name/ logo/weblink on all league mobile web-app scoring tool
 - Large event nights presented by sponsor held twice seasonally
 - Tent and Signage at all the events
 - Announce mentions throughout the event
 - Company Name/Logo on all website with a link to website for 6 months
 - Company Name/Logo on all posters
 - Company name/ logo/weblink on all tournament mobile web-app scoring/standings/scheduling/playoff tool
 - Banner in beverage garden (event specific)
 - Sampling Opportunities





Sponsor Package 4: BRONZE

\$4,000 and \$2,500 in prizing

- Timsu.ca App feature. Rotating left and right logo spot on Results screens for one NSP tournament (rotates thru all sponsors in this category) Store/Facility locations added to every Map (if desired and applicable) Click thru coupon code (if desired) Google Analytics report for traffic and click thru's
- NSP Sampling Sponsor at 3 specified events
- Presence at Wasaga Beach Volleyball Tour
 - Tent and Signage at the event
 - Announce mentions throughout the day
 - Company Name/Logo on website
 - Company Name/Logo on posters
 - Company name/ logo/weblink on all tournament mobile web-app scoring/standings/scheduling/playoff tool
 - Banner in beverage garden
 - Sampling Opportunities

Sponsor Package 5: NSP Promotional Sponsor

\$1000

- Presence at either Wasaga Beach Volleyball Tour, Grand Bend Volleyball Tour or Toronto Volleyball Tour
 - Tent and Signage at the event
 - Announce mentions a few times a day
 - Company name/ logo/weblink on all tournament mobile web-app scoring/standings/scheduling/playoff tool



Please fill out the requested information below to confirm sponsorship

This agreement made the _____ day of _____ 2022

Name: _____

Title: _____

Company / Agency: _____

Address: _____

City: _____

Province: _____

Postal Code: _____

Work Phone: _____

Home Phone: _____

Fax: _____

Email: _____

Website: _____

Please indicate choices below:

- | | | | | |
|--------------------------|------------------------|-------------------------|-------------------|-----------------------------|
| <input type="checkbox"/> | Advertising package 1: | Monthly \$300 | Quarterly \$900 | Annual \$3,000 |
| <input type="checkbox"/> | Advertising package 2: | Monthly \$500 | Quarterly \$1,500 | Annual \$5,000 |
| <input type="checkbox"/> | Sponsor Package 1: | Platinum | | \$20,000 \$5,000 in prizing |
| <input type="checkbox"/> | Sponsor Package 2: | Gold | | \$10,000 \$5,000 in prizing |
| <input type="checkbox"/> | Sponsor Package 3: | Silver | | \$7,500 \$2,500 in prizing |
| <input type="checkbox"/> | Sponsor Package 4: | Bronze | | \$4,000 \$2,500 in prizing |
| <input type="checkbox"/> | Sponsor Package 5: | NSP Promotional Sponsor | | \$1,000 \$500 in prizing |



Enclosed is my check, payable to Not So Pro ® Sports in the amount of:

Please charge my:

- VISA MASTER CARD AMERICAN EXPRESS

Account Number: _____

Name on Card: _____

Expiry Date: ____ / ____

Signature: _____

Head Office:

Not So Pro

2255b Queen St East, Toronto, ON

Suite 242

M4E 1G3

Telephone: 905-684-6244

info@Notsopro.com



SPIKED

Beach Volleyball
The TV Series

SPONSORSHIP OPTIONS

To Be Featured on ROGERS CABLE

Product Placement

Product or Company/Corporate Logo clearly placed in episodes plus a “Thank You” graphic mention during end credits. - \$450/episode

Mini-Segment – 2 – 3 Minutes

Company spokesperson on-camera interview discussing participation in event, plus Product Placement and a “Thank You” graphic mention during end credits. - \$750/episode

Brought to You By

Commercial* placement within episode following, “Brought to you by”. - \$ 1250/episode

AUDIENCE REACH

On Rogers Cable

5000 unique views estimated per show per month TV & mobile

Total views on 6 x 30 minute shows in one month = 30,000 estimated

Total views in one year 360,000 estimated.

VALUE-ADDED – Placement within content on SPIKED YouTube Channel and Social Media.

To be Featured on National TV Network (TBA) – Rates to be confirmed when Broadcaster is confirmed – and might increase.

Product Placement

Product or Company/Corporate Logo clearly placed in episodes plus a “Thank You” graphic mention during end credits. - \$1,000/episode



Mini-Segment - 2 - 3 minutes

Company spokesperson on-camera interview discussing participation in event, plus Product Placement and a “Thank You” graphic mention during end credits.

- \$1,500/episode

Brought to You By

Commercial placement within episode following, “Brought to you by”.

-\$ 3,000/episode

For Spike TV Opportunities please email chanelle@notsopro.com or info@notsopro.com

!