



HOOP DREAMS CLASSIC

Thursday, May 8, 2025 • Downtown Y

Presented by



Johnston
group



**Organized by Leadership Winnipeg
in support of Y Youth & Community Programs**

Shine On  Winnipeg

About the Downtown Y

The Downtown Y is the heartbeat of the community and empowers individuals to reach their full potential through connection, belonging, and active participation. We focus on developing youth as community leaders, creating transformative programs that integrate physical, mental, emotional, and social health, and elevating diversity and equity.

About the Hoop Dreams Classic

Get ready for the Hoop Dreams Classic! Workplaces across the community will compete in a pick-up basketball championship. It's a great chance to show off your skills, build team spirit, network, and support a meaningful cause. Whether you're a seasoned player or just looking for fun, everyone is welcome to join.

Date/Time

Thursday, May 8, 2025
9am - 5 pm (Lunch is Provided)

Location

The Downtown Y
301 Vaughan St, Winnipeg, MB

Tournament Details

- Each team will play a minimum of three games, half court, four-on-four round-robin tournament (playoffs will be full-court, four on four)
- Games will be officiated by experienced referees
- Games are 20 minutes, running time
- Team prizes, including bragging rights, for tournament Champion and Runner-Up
- Space and WI-FI will be provided for remote working

After Party

Join us at the Hoop Dreams After Party (location TBD) from 5pm to 8pm. It's a great opportunity for players, sponsors, and volunteers to celebrate together.

Registration/Sponsorship Deadline: Friday, April 18, 2025

Support the Y Winnipeg Strong Kids Program

Y Winnipeg's Strong Kids Program provides fully-sponsored memberships and Y experiences to youth and families in need. Strong Kids is about creating opportunities. Opportunities for kids to reach their full potential. Opportunities to have fun and be active. Opportunities that build friendships and belonging. Opportunities to build confidence. Opportunities to shine.

YMCA-YWCA of Winnipeg

**STRONG
KIDS**



Sponsorship Opportunities

We invite you to consider the following opportunities for sponsorship. Each package has been carefully designed to offer partners the maximum brand visibility at our event, while supporting the Strong Kids Campaign. All packages can be customized to better fit your business' needs.

Presenting Sponsor – \$5,000

1 Available

- Presenting rights for "event title" basketball tournament
- Registration for 4 teams of 8 participants
- Prominent logo on all participant swag
- Recognition on the Y Winnipeg website
- 5 total mentions of sponsorship in social media and email marketing
- Dual mention of sponsorship in social media
- Speaking opportunities during opening ceremonies or hosting award ceremonies
- Logo recognition at the event (swag)
- Lunch will be provided for all participants
- On-air mention during Strong Kids Day Radiothon on May 28th

Champion Sponsor – \$3,000

1 Available

- Shared logo recognition on all swag
- Registration for 3 teams of 8 participants
- Recognition on the Y Winnipeg website
- 5 total mentions of sponsorship in social media and email marketing
- Logo recognition onsite at the event
- Lunch will be provided for all participants
- On-air mention during Strong Kids Day Radiothon on May 28th

After-Party Sponsor – \$2,500

1 Available

- Naming rights for the after-party
- Logo displayed at the after-party venue and on all after-party promotional materials
- Mention in the event program and during event announcements
- Opportunity to provide branded decorations or giveaways
- Registration for 2 teams of 8 participants
- Lunch will be provided for all participants
- On-air mention during Strong Kids Day Radiothon on May 28th

Lunch Sponsor - \$2,000

1 Available

- Logo displayed at all lunch stations and on lunch tickets
- Opportunity to provide branded napkins or utensils
- Registration for 1 team of 8 participants
- Mention in event program and promotional materials
- Logo recognition onsite at the event
- Lunch will be provided for all participants
- On-air mention during Strong Kids Day Radiothon on May 28th

Refreshment Sponsor – \$2,000

1 Available

- Logo displayed at snack/beverage station
- Mention in event program and promotional materials
- Registration for 1 team of 8 participants
- Logo recognition onsite at the event
- Lunch will be provided for all participants
- On-air mention during Strong Kids Day Radiothon on May 28th

Swag Bag Sponsor – \$1,500

1 Available

- Registration for 1 team of 8 participants
- Mention in event program and promotional materials
- Logo recognition onsite at the event
- Lunch will be provided for all participants
- On-air mention during Strong Kids Day Radiothon on May 28th

Team Registration – \$1,000

- Registration for 1 team of 8 participants
- Lunch will be provided for all participants
- On-air mention during Strong Kids Day Radiothon on May 28th

Arrange Your Sponsorship:

Nadine Lambert

Leadership Winnipeg

nlambert0325@gmail.com



Why become a sponsor?

- **Brand Visibility:**
Gain high visibility and recognition among a diverse audience, enhancing brand awareness and loyalty.
- **Community Engagement:**
Show your commitment to community engagement and social responsibility, improving your public image.
- **Networking:**
Connect with local businesses, community leaders, and residents, fostering potential collaborations.
- **Youth Impact:**
Support a positive activity for young people, promoting teamwork, discipline, and fitness.
- **Visibility Opportunities:**
Gain recognition and exposure through news releases, social media, and the Strong Kids Day Radiothon.
- **Long-term Benefits:**
Contribute to a stronger community and a more vibrant downtown, creating a better environment for businesses.



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