







Sponsor Benefits

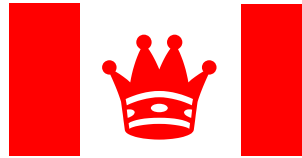
- ☉ Company name, logo and link to company web site on the tournament web site
- ☉ Company logo at the Westin Harbour Castle tournament site
- ☉ Company logo on the tournament chess boards
- ☉ Company logo and ad in the Souvenir Program Book
- ☉ Company logo in the Toronto *Star* ad
- ☉ Company name and logo on game webcast site
- ☉ Possibility of on-site booth

Sponsorship Levels

	Level	Amount
	Major	\$15K
	King & Queen	\$10K
	Rook	\$5K
	Bishop	\$1K
	Knight	\$500
	Pawn	volunteers

We also accept donations of goods and services.

Chess Institute of Canada



www.ChessInstitute.ca

- ☉ Canadian non-profit corporation
- ☉ Established 2005 to teach children

"Chess and Life... your words and actions have consequences."

Additional Sponsorship Opportunities

- ☉ 2012 World Chess Championship Match, Viswanathan Anand (India) - Boris Gelfand (Israel), Toronto
- ☉ 2012 Canadian Chess Championships
- ☉ 2016 World Chess Olympiad (150 nations team tournament)
- ☉ ... and kids chess lessons and competitions!

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Sponsor Canadian Chess



Pinnacle 48th Canadian Open Chess Championship

July 9-17, 2011

Westin Harbour Castle
Toronto, Ontario

www.CanadianChess.info/2011CanadianOpen

- ☉ 300 competitors from across Canada and around the world
- ☉ \$30,000 in prizes
- ☉ Live webcast of games every day

Canadian Chess Community

- ☉ Chess ranks along with soccer as the world's most popular sport
- ☉ Chess is one of the most participated in sports and recreational activities by kids in Canada

Read more about who we are and your Sponsor Benefits...

Chess is popular with kids

Our 2011 survey of school children in the Toronto area revealed the following:

- ☉ Most kids learn to play chess by Grade 3 (age 8)
- ☉ For sports that kids **watch**, chess ranks 4th behind hockey, soccer and basketball
- ☉ For sports that kids **play**, chess ranks 4th behind soccer, basketball and swimming
- ☉ For recreational activities that kids **participate** in, chess ranks 5th behind video games, swimming, walking/hiking and jogging/running; and is on a par with bicycling



Attendees

The expected demographic profile of participants, as well as on-site and on-line spectators, is as follows:

Age

Youth 20%, **20-35** 30%, **35-50** 35%, **50+** 15%.

Gender

Male 90%, **Female** 10%.

Gender is more evenly split among the youngest daytime participants (through age 8).

Occupation

Professional 30%, **Small Business Owner** 25%, **Student** 25%, **Labourer** 15%, **Retired** 5%.

Residence

Toronto, GTA 2/3, **Tourists (Ontario, Canada, world)** 1/3.

Ethnicity

Part of child's education - Russia, Israel, South Africa, China, India.

Cultures where chess is popular - Russia, Eastern Europe, Cuba, England, Netherlands.

More about us:

www.CanadianChess.info/Sponsor_Us

- ☉ History, stars, media appearances
- ☉ *Chess is Awesome* (90 second video)

Reasons to Sponsor Chess

Association with "smart"

- ☉ Chess is linked to making decisions with intelligence and responsibility
- ☉ Shows you are the one to choose

Association with non-violent sport

- ☉ Chess represents war, yet remains a game, completely without actual violence
- ☉ Meets concerns over the sponsoring of violent contact sports

Ability to reach children and their parents

- ☉ Parents concerned with their kids' education steer them to chess for its scholastic benefits
- ☉ Parents accompany their children to competitions year after year

Ability to reach ethnic communities

- ☉ In many ethnic groups, chess is part of a child's education, or chess is popular as a sport

Ability to reach foreign markets

- ☉ In many countries, chess is followed via webcasting of games, both live and replay