



SPONSORSHIP PACKAGE

2018 Canadian Open Judo Championships 2018 IBSA Judo Pan Am Championships

On behalf of Judo Canada and the organizing committee, Judo Alberta and the Calgary (and area) judo clubs are very proud to be able to offer your organization a unique and exciting marketing opportunity.

We are pleased to announce we are hosting the 2018 Judo Canada Canadian Open Judo Championships. Last year's event was a resounding success. This dynamic sporting event will take place on the 17th – 20th May at the Calgary Olympic Oval.

This year, the Judo Canada Open Championships will be held together with the International Blind Sport Association Judo Pan-American Championships. On May 20th, the visually impaired and blind judoka will compete for the titles of Continental Champions alongside the able-bodied judoka who will compete for the national titles. Judo Canada is proud to introduce this fully integrated format of competition where Paralympic judoka compete in the same venue and at the same time as the able-bodied judoka.

By supporting this event with your sponsorship, you are helping Canada's elite athletes. In this respect, your financial support will also further the goals of Judo Canada, as well as those of our national, provincial and territorial governing bodies.

Canadian provincial judo teams will be bringing their strongest and most talented athletes to this prestigious tournament. U16, U18, U21, Senior, and Veteran male and female competitors alongside the IBSA judo visually impaired Para athletes will travel to Calgary to compete for a position on the podium for a coveted championship medal.

The tournament will receive local, regional, and provincial cross-media coverage. The event will also be livestreamed online providing enhanced exposure for your organization.

There are several ways your organization can offer financial support. It can be something as simple as a one-time donation, or perhaps as sophisticated as livestream sponsorship. There are several opportunities to choose from that can accommodate every budget.

To find out how to be a part of this action-packed event, and for advertising and pricing details and submission guidelines, please see the information in the accompanying Sponsorship Opportunities document. If you have questions or comments, please don't hesitate to contact me at your convenience.

Thanking you in advance for your kind consideration.
Yours very truly,

ALLAN J. SATTIN, Q.C.
Chair, Organizing Committee
403-472-4544
asattin@icloud.com

SPONSORSHIP OPPORTUNITIES OPPORTUNITÉS de COMMANDITE

Calgary 2018



CANADIAN OPEN JUDO CHAMPIONSHIPS 17 – 20 MAY
CHAMPIONNATS CANADIENS OUVERTS DE JUDO
17 – 20 MAI

INTERNATIONAL BLIND SPORT ASSOCIATION JUDO
PAN-AMERICAN CHAMPIONSHIPS 20 MAY
CHAMPIONNATS PANAMÉRICAINS DE L'INTERNATIONAL
BLIND SPORT ASSOCIATION 20 MAI

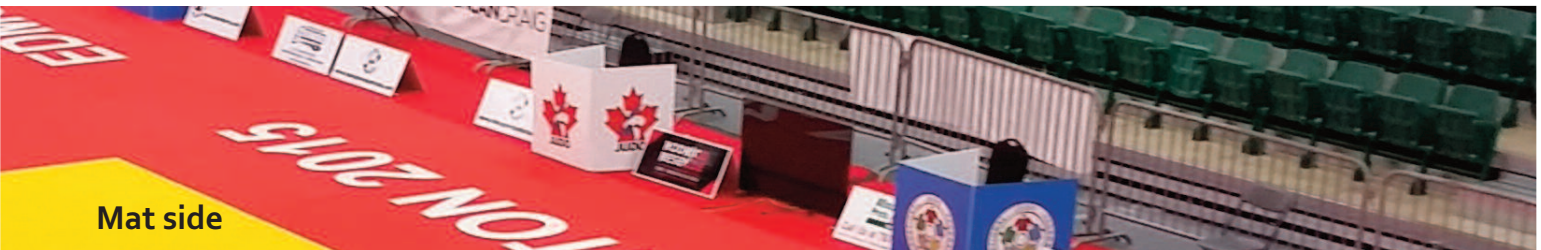


Photo credits: Rafal Burza



Advertising Boards

Panneaux Publicitaires



These advertising boards are placed adjacent to the mats at judo competitions. The advertising is printed on both sides and they are made of coroplast.

Ces panneaux publicitaires sont placés sur le côté des tapis lors des compétitions de judo. La publicité est imprimée sur les deux côtés. Ils sont faits de coroplast.

Large/Grand (Displayed at mat ends/max 10 for sale). **\$500.00**
(Affiché aux extrémités des tapis/max 10 à vendre.)

2 metres long by 1 metre high. 2 mètres de long par 1 mètre de haut.

Regular/Régulier (Displayed at mat sides/max 40 for sale). **\$300.00**
(Affiché sur les côtés des tapis/max 40 à vendre.)

1 metre long by 40cm high. 1 mètre de long par 40 cm de haut.

PLEASE SEE MANDATORY ARTWORK SUBMISSION GUIDELINES ON PAGE 5

Livestream Webdiffusion en Direct

Livestream sponsorship for 1 mat – all tournament: \$750

Livestream sponsorship for 1 mat including the dress-up of the main page – all tournament: \$1500

Webdiffusion en direct pour 1 surface – **750\$** (pour tout le tournoi)

Webdiffusion en direct pour 1 surface (incluant l'habillage de la page principale) **1500\$** (pour tout le tournoi)

For all enquiries regarding livestream sponsorship, please contact:

Pour toutes informations concernant la webdiffusion svp communiquer avec:

Patrick Esparbes p.esparbes@judocanada.org

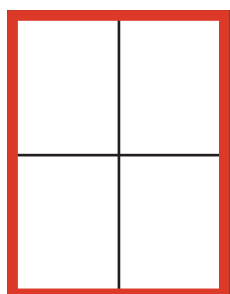
Event Programme

Programme Officiel

A souvenir keepsake celebrating the 2018 Canadian Open Judo Championships: An opportunity to reach and connect with athletes and coaches as well as spectators, all with common demographics and interests.

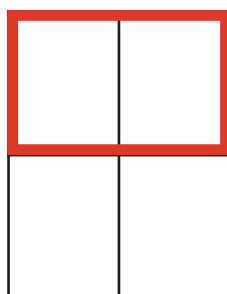
Un programme souvenir célébrant les Championnats Canadiens Ouverts de Judo 2018: Une occasion de connecter avec les athlètes, entraîneurs et spectateurs ayant tous des données démographiques et intérêts communs.

- **Inside front cover** (full page) \$1,000
- **Inside back cover** (full page) \$1,000
- **Back cover** (full page) \$1,000
- **Vendor bundle offer:** Your logo on the poster, a half page ad plus a regular advertising board \$1,000
- **2^{ème} de couverture** (pleine page) \$1 000 • **3^{ème} de couverture** (pleine page) \$1 000
- **4^{ème} de couverture** (pleine page) \$1 000 • **Offre groupée:** Votre logo sur l'affiche, une annonce d'une demi-page plus un panneau publicitaire régulier \$1 000



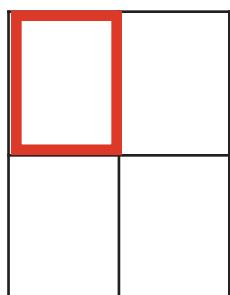
Full page
Pleine page
\$725

Trim size 8.5 x 11"
Live area 8.25 x 10.75"



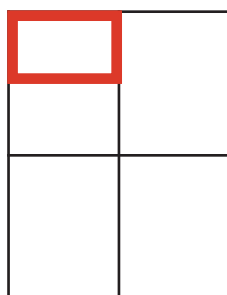
Half page
Demi page
\$425

Trim size 8.5 x 5.5"
Live area 8.25 x 5.25"



Quarter page
Quart de page
\$250

Trim size 4.25 x 5.5"
Live area 4 x 5.25"



Business card
Carte d'affaires
\$150

Trim size 4.25 x 2.12"
Live area 4 x 2"

IMPORTANT
Include 1/4" bleed on all artwork.

Tous les formats comprennent une zone de fond perdu de chaque côté de +1/4".

PLEASE SEE MANDATORY ARTWORK SUBMISSION GUIDELINES ON PAGE 5

WEB PROMOTION PROMOTION EN LIGNE @JudoCanada

Twitter hashtags #JudoCanada #judo #OpenNationals #IBSAPANAMJUDO #CALGARY2018

Instagram Judo_Canada

Acknowledging our advertisers

Reconnaissance de nos annonceurs

Financial supporters will have their organization's logo featured on an acknowledgment page in the souvenir programme similar to this page.

Tous nos commanditaires auront le logo de leur organisation présenté sur une page de remerciements dans le programme souvenir similaire à cette page.

A special thank you to all our supporters

Un merci spécial à tous nos supporters



Judo Canada and Judo Alberta are truly grateful to all the sponsors, volunteers and supporters who will empower and inspire everyone in their work to bring the Canadian Open Judo Championships to Calgary for 2018. Your contributions, small and large, will send a clear message—judo is a sport for everyone. Thanks for making a difference.

Judo Canada et Judo Alberta sont vraiment reconnaissants envers tous les commanditaires, bénévoles et supporters qui stimulent et inspirent toutes les personnes amenant les Championnats Canadiens Ouverts de Judo à Calgary en 2018. Vos contributions, petites et grandes, enverra un message clair-le judo est un sport pour tous. Merci de faire une différence.



Your logo here



Front cover photo © Raphael Burza

IMPORTANT: PLEASE SEE THE FOLLOWING PAGES FOR ADVERTISEMENT AND SUBMISSION SPECIFICATIONS
IMPORTANT: VEUILLEZ VOIR LES PAGES SUIVANTES POUR LES NORMES PUBLICITAIRES ET DE SOUMISSION

Mandatory Submission Specifications

Noms normes publicitaires obligatoires

ADVERTISEMENT SPECIFICATIONS

- **Submission deadline for artwork is APRIL 12th 2018.** There will be no exceptions to this date.
- **Please send an .eps (preferable), a .jpeg, or a print/press-ready PDF all fonts imbedded.**
Files MUST be minimum 300 dpi.
- Platform: Macintosh format.
- **Include a 1/4" bleed on all artwork**

AD SUBMISSION

- Email address: Files under 7MB must be sent to **bluepencilsolutions@shaw.ca**. Files greater than 7MB should be emailed to **judo@judoalberta.com**.
- For timely processing, please type the name of your company with "Event Program" and ad size in the subject field of the email, and **include your contact info in the body of the email**.

Queries can be sent to Amanda Brown at **bluepencilsolutions@shaw.ca**.

SPÉCIFICATIONS TECHNIQUES

- **Date limite de soumission du créatif est le AVRIL 12 2018.** Il n'y aura aucune exception à cette date.
- **Veillez envoyer votre matériel dans un format .eps. (préférable), .jpeg ou PDF haute résolution (*minimum 300 dpi*) incluant les polices de characters.**
- Plateforme: format Macintosh.
- **Tous les formats comprennent une zone de fond perdu de chaque côté de +1/4".**

AD SOUMISSION DE L'ANNONCE

- Adresse courriel: Les fichiers de moins de 7 MO doivent être envoyés à **bluepencilsolutions@shaw.ca**. Les fichiers de plus de 7MO doivent être envoyés à **judo@judoalberta.com**.
- Pour un traitement en temps opportun, veuillez indiquer le nom de votre société, "Programme Officiel" ainsi que la taille de votre annonce dans le sujet du courriel, et **inclure vos coordonnées dans le corps du courriel**.

Envoyez toutes vos questions à Amanda Brown à **bluepencilsolutions@shaw.ca**.

WEB PROMOTION PROMOTION EN LIGNE @JudoCanada

Twitter hashtags #JudoCanada #judo #OpenNationals #IBSAPANAMJUDO #CALGARY2018
Instagram Judo_Canada

International Blind Sport Association Judo Pan-American Championships

Championnats Panaméricains de l'International Blind Sport Association

This year, the Judo Canada Open Championships will be held together with the International Blind Sport Association Judo Pan-American Championships. On May 20th, the visually impaired and blind judoka will compete for the titles of Continental Champions alongside the able-bodied judoka who will compete for the national titles. Judo Canada is proud to introduce this fully integrated format of competition where Paralympic judoka compete in the same venue and at the same time as the able-bodied judoka.

Cette année, les Championnats Ouverts de Judo Canada se dérouleront en même temps que les Championnats Panaméricains de l'International Blind Sport Association. Le 20 mai, les judokas aveugles et malvoyants seront en lice pour les titres de Champions Continentaux aux côtés des judokas voyants qui concourront pour les titres nationaux. Judo Canada est fière de présenter ce format de compétition entièrement intégré où les judokas paralympiques s'affrontent dans le même lieu et en même temps que les judokas voyant.

Please go here to see blind judoka in action. **S'il vous plaît, allez ici pour voir des judokas aveugles en action:** <https://www.youtube.com/watch?v=gwoT5dovaWs&feature=youtu.be>



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