

BAY STREET  
**KiCKs**  
KIDS' CANCER  
SOCCER TOURNAMENT

**FRIDAY, SEPTEMBER 13, 2024**

**CHERRY BEACH SPORTS FIELD  
275 UNWIN AVE, TORONTO | ON**

**POST-GAME PARTY @  
KEATING CHANNEL PUB**

A soccer tournament that brings Toronto's downtown professionals together to support a common goal – and participate in some fun competition. The single-day event raises valuable funds needed to send kids with cancer to camp.

With your help, Camp Quality can help turn life's challenges into adventures.



[WWW.CAMPQUALITY.ORG/BSK](http://WWW.CAMPQUALITY.ORG/BSK)



# WHAT IS BAY STREET KICKS?

This one day soccer tournament brings together teams of professionals, Bay Street's finest financial and legal minds, to compete for one common goal: to support the unique needs of kids with cancer and help send them to summer camp. 100% of proceeds are donated to Camp Quality Canada. More than just an afternoon of playing soccer, Bay Street Kicks includes delicious food and beer at our Post-Game Party, held at Keating Channel Pub. Soccer presents the power of play, strength, endurance and teamwork - skills that can help us face the biggest challenges of our lives!

# SUPER STARS

Over the past 12 years we have hosted corporate teams from various sectors including Mackenzie Investments, RBC, CIBC, BMO, and CI Financial. Together they've collectively helped raise close to \$700,000 for Camp Quality, in support of our camps and year-round programming. The 2023 event raised over \$100,000, which meant that 50 kids with cancer and their volunteers will be able to go to summer camp.

**THANK YOU TO OUR 2023 SPONSORS**

Stonex  
Tradelogiq  
TMX  
Virtu Financial  
TRAFix  
CBOE  
Citadel Securities

**THANK YOU TO THE 2023 TEAMS**

MNP  
Stikeman Elliot  
RBC 1 & RBC 2  
CIBC 1 & CIBC 2  
Mackenzie Investments 1 & Mackenzie Investments 2  
CI Financial  
CGI  
VIRTU Financial  
Nasdaq  
TD  
Jarislowsky Fraser Investment Firm




## WHAT IS CAMP QUALITY?

Camp Quality provides inclusive-year round programs for children with cancer and blood disorders that support the whole family through fun camp adventures.

Cancer can be a frightening and alienating experience for families. That's why kids affected by cancer are welcomed and encouraged to grow through CQ's empowering, volunteer-driven community programs. Our year-round programming and free camps give kids the power to turn life's challenges into adventures. While CQ is well known for its camps across Canada and operating in Southern Ontario for 30 years, we also offer a variety of opportunities for young adults to enjoy camp and develop their leadership skills.

CQ is committed to supporting each family as they face their own unique journey with childhood cancer. CQ camps and programs engage local communities to help support families affected by childhood cancer, enabling them to find joy and share their experiences in a fun and optimistic environment. By delivering meaningful social, recreational, and educational programming for kids, parents, and the community, Camp Quality doesn't just support kids, but their friends and families as well.



**“My daughter loves her time at camp. It has helped her develop confidence and she has made wonderful friends. When my children were younger, it provided a much needed break to us as parents and it was so great for her to be able to do fun, “normal” things that healthy children could do.”**

- Camp Quality parent, 2023

# 2024 BAY STREET KICKS SPONSORSHIP LEVELS

Demonstrate your corporate social responsibility by supporting Camp Quality Canada, and help raise much needed funds to send kids affected by cancer to camp. Bay Street Kicks represents a healthy way for participating companies to engage with colleagues, build connections and show support for a cause that's important to your employees and your constituents.

## PRESENTING SPONSOR \$15,000

- Company identity featured on event logo
- Branded team jerseys, distributed to all players (approx. 200)
- Company identity on all team recruitment packages
- Recognition on all social media posts, marketing and professional publicity campaign
- 100 word description with logo (hyperlinked) at [baystreetkicks.com](http://baystreetkicks.com)
- Promotional email blast sent pre-and post-game to a database of 300+ finance and legal professionals from downtown Toronto
- Company recognition on on-site signage, including welcome banner
- Complimentary team registration (up to 15 players), valued at \$5,000
- Invitation for company representatives to attend event
- Opportunity to speak at the event
- Opportunity to distribute branded materials to all attendees



## AFTER-PARTY SPONSOR \$7,500

Treat our 200 players to a fun, celebratory Post-Game Party at Keating Channel Pub. There will be pub fare food, live music, speeches and more! Your name will be visible on all the tables at the venue.

- Company recognition on social media, marketing, and publicity relations campaigns
- Your company name and logo will be prominently displayed on signage at all tables at the venue
- Hyperlinked logo at event website
- Company recognition in promotional email blast sent pre-and post game to 200+ recipients
- Exposure through professional publicity & social media campaign
- Opportunity to speak at the After-Party
- Invitation for four company representatives to attend the event



## CHAMPION SPONSOR

\$5,000

- Company recognition on social media, marketing, and publicity relations campaigns
- Hyperlinked logo at event website
- Company recognition in promotional email blast sent pre-and post game 200+ recipients
- Exposure through professional publicity campaign (2 media releases)
- Branded on-site signage
- Verbal recognition at the event
- Invitation for up to four company representatives to attend event



## JERSEY SPONSOR

\$4,000

Sponsor the jerseys for all 200 Bay Street Kicks players, and have your logo prominently featured!

- Company recognition on social media, marketing, and publicity relations campaigns
- Hyperlinked logo at event website
- Company recognition in promotional email blast sent pre-and post game 200+ recipients
- Exposure through professional publicity campaign
- Branded on-site signage
- Verbal recognition at the event
- Invitation for up to four company representatives to attend event



## FIELD SPONSOR

\$2,500

Sponsor one of the Bay Street Kicks Kids' Cancer fields, where all 200 participants will be playing for 5 hours during the game.

- Company recognition on social media, marketing, and public relations campaigns
- Hyperlinked logo at event website: [www.campquality.org/bsk](http://www.campquality.org/bsk)
- Company recognition in promotional email blast sent pre- and post game to 200+ recipients
- Branded on-site signage
- Exposure through professional publicity campaign
- Verbal recognition at the event



## REFRESHMENT SPONSOR

\$2,500

Sponsor the refreshment tent at the Bay Street Kicks Kids' Cancer Soccer Fields, where all 200 participants will stop to fuel up during this 5 hour game!

- Logo prominently featured on the Refreshment Tent signage
- Opportunity to engage with players and distribute company marketing materials to players
- Company recognition on social media, marketing, and public relations campaigns
- Hyperlinked logo at event website
- Company recognition in promotional email blast sent pre-and post game to 200+ recipients
- Verbal recognition at the event



## FUNDRAISING SPONSOR

\$1,500

Provide fundraising incentives to a captive audience of 200+ finance and legal professionals from downtown Toronto

- Present the Top Fundraising Award at the After-Party
- Logo and fundraising prize listed on the Registration & Fundraising portal for all players
- Verbal recognition at the event
- Recognition on event signage
- Opportunity to network
- Digital recognition (including email newsletter, social media and media release)
- Logo and prize information on e-blast to participants



## AWARDS SPONSOR

\$1,000

Sponsor the awards for the Bay Street Kicks soccer tournament, including the vintage trophy which goes to the office of the winning team! Also includes the runner-up team, tournament MVP (Golden Boot) and the

**Best Goalie!**

- Brand name on all trophies and medals
- Recognition on event signage
- Verbal recognition at the event
- Digital recognition (including email newsletter, social media and media rerelease)
- Logo on e-blast to all participants



## BRAND ACTIVATION \$1,000

Create a fun way to engage with our players throughout the day!

- Logo will be included on the on-site Signage
- Logo included on e-blast to participants
- 1-2 social media posts will include your logo



## PRIZE DONATIONS \$500+ VALUE

We are looking for prizes for the Champions, Top Fundraising Team and Fundraising Individuals!

- Recognition on social media, marketing, and public relations campaigns
- Hyperlinked logo at event website
- Company recognition in promotional email blast sent pre-and post game to 200+ recipients
- Branded on-site signage
- Exposure through professional publicity and social media campaign



## IN KIND DONATIONS

We are also looking for refreshment donations for the players to enjoy throughout the day

- Water
- Granola bars/protein bars
- Sports drinks
- Fruit and healthy snacks





For more information about our camps, programs and other opportunities to support Camp Quality Canada visit [campquality.org](http://campquality.org)!

For more information about the event, contact:



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