



motionball™

FOR SPECIAL OLYMPICS
POUR OLYMPIQUES SPÉCIAUX

2019
MOTIONBALL
TORONTO GALA
PRESENTED BY

Grand Marnier®

SPONSORSHIP
OPPORTUNITIES

Proudly sponsored nationally by



a LoyaltyOne
program



MOLSON *Coors*



CAMPARI



ABOUT

motionball is a National not-for-profit, founded in 2002 by 3 brothers with an idea – to introduce the next generation of supporters to the Special Olympics movement through integrated social and sporting events. Today, motionball hosts 33 must-attend events in 20 cities across Canada. From glamorous galas, to Marathon of Sports, motionball caters to socialites and athletes alike. Powered by the young professional community across Canada, motionball has delivered over **\$10 million** to the Special Olympics Canada Foundation, providing more opportunities and breaking down barriers for Canadians with intellectual disabilities.

From volunteer committees and team captains to event volunteers, we are fortunate to have so many passionate young professionals volunteering countless hours and championing our cause from coast to coast. In addition to our city-wide events, we continue to expand our reach through motionball University, targeting the next generation of supporters. Through the motionball U program, students gain valuable professional skills as they develop as leaders and entrepreneurs.

With a network of passionate leaders across Canada, motionball is proud to be donating \$1.5M to Special Olympics annually, and is on pace to donate over **\$2M annually by 2020**.

COAST TO COAST

CALGARY • EDMONTON • HALIFAX

HAMILTON • KAMLOOPS • KELOWNA • KINGSTON • KITCHENER

MONTREAL • OTTAWA • CHARLOTTEOWN • SASKATOON

TORONTO • VANCOUVER • VICTORIA • WINNIPEG



750

Volunteers Across
Canada



55,000,000

Earned Media Impressions



10,000+

Young Professionals
Engaged (25-35)

#NO GOOD WAY

20M+ Media Impressions

2M+ Video Views



16,000+

Social Media Followers



25,000

Email Subscribers



OUR MODEL

motionball focuses on delivering funding to Special Olympics, while bringing awareness to the movement, allowing more Canadians with intellectual disabilities register for the life changing programs Special Olympics offers.

70%

of funds raised go to provincial Special Olympics chapters. We believe in supporting local action. By funding Special Olympics at the Provincial level, we encourage participation, volunteerism and learning opportunities in communities across the country.

25%

of funds raised stay with the Special Olympics Canada Foundation. We believe in a national vision. The Special Olympics Canada Foundation is focused on ensuring the long term financial and organizational sustainability of the Special Olympics movement.

5%

of funds are directed to the #NOGOODWAY campaign. #NOGOODWAY aims to end the use of the R-word (retard) in everyday conversation. We're encouraging Canadians to make the choice to eliminate the R-word from their Vocabulary and empower them to take #NOGOODWAY to their circles of influence.

GALAS

GIVING BACK TO THE COMMUNITY IS CAUSE FOR A CELEBRATION, AND WE THROW THE BEST motionball Galas are the most coveted events for movers and shakers in Toronto, Calgary, and Halifax. A perfect mix of philanthropy and fun, the Galas attract a host of media, and offer sponsors a wealth of opportunities to engage with our sold out crowd of Canada's elite young professionals.

Benefits: *The Gala is an opportunity to put your brand on the social and cultural map in Canada's biggest cities. It's also a reward with a conscience for your employees and clients*

MOTIONBALL TORONTO GALA

presented by

Grand Marnier®

Friday February 1, 2019

The Liberty Grand

VIP Doors Open 6pm

General Admission 9pm

DEMOGRAPHICS

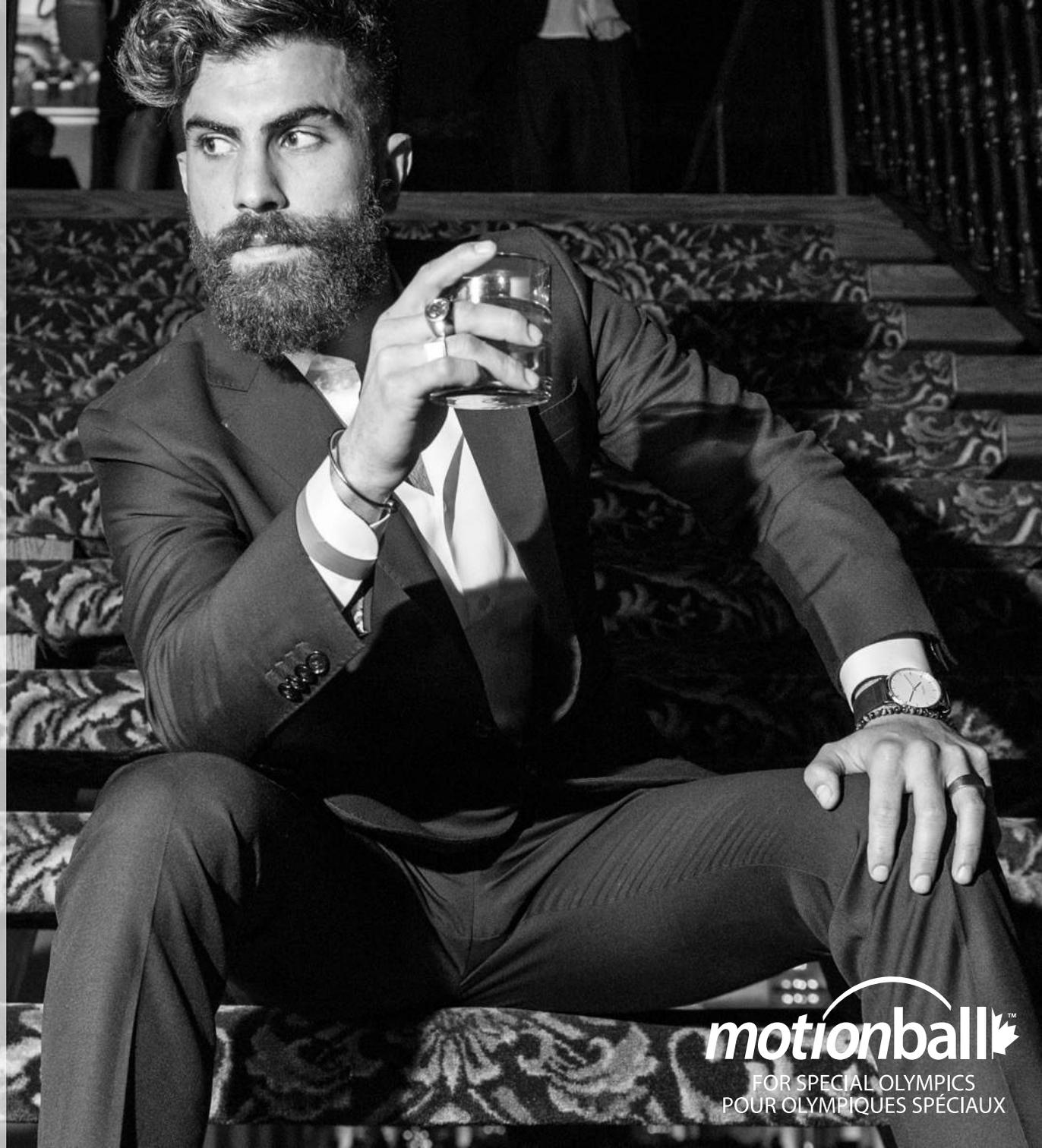
Since 2002, the motionball Gala has been known as the must-attend event for Toronto's young professional crowd. 2,500 guests ranging from 25-40 include local influencers, business leaders, celebrities, professional athletes, and television personalities. Sponsors will benefit from engaging directly with our social media savvy party-goers.

FOOD/BEVERAGE

The evening begins with a seated dinner tailored to Sponsors and VIP's, with networking opportunities made possible by facilitated introductions. With multiple host and speciality bars in every room, you and your guests will enjoy complimentary beverages all evening without the wait.

ENTERTAINMENT

With 10 acts in 3 ballrooms, the motionball Gala offers unparalleled entertainment to suit a variety of tastes. The Governor's Ballroom features live entertainment acts, while DJ's spin the night away in the Artifacts Room. The mobile Silent Auction features over 100 luxury items that guests can bid on from their fingertips.



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“Anyone who has experienced the motionball gala over the years knows that it’s an annual staple on the social calendar of the city’s moving and shaking set and one of Toronto’s longest-running galas dedicated to young people.” – Notable

MEDIA

The motionball Toronto Gala is one of the most coveted events in the city every year. Attracting a host of traditional and new media, your brand won’t go unnoticed with coverage from every angle.

20,000,000 +
positive media event impressions in 2018

ONLINE AND PRINT

Hello! Canada
BlogTO
Notable.ca
Toronto Life
Do the Daniel
She Does the City
National Post

TELEVISION + LIVE LOOKS

CP24
(breakfast, dayside, nightside)
CTV NEWS
City TV News
Global News (National)

CLIPS

CP24 Live Event Coverage
CF24 Dayside
motionball Idol

(Featuring National Sponsor Pita Pit Canada)

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MARATHON OF SPORT

WE'RE BRINGING ATHLETES OF ALL ABILITIES TOGETHER ON THE PLAYING FIELD

Currently in 19 cities across Canada, with over 500 teams and 7,500 supporters raising funds and awareness for the Special Olympics Canada Foundation, Marathon of Sport is our flagship property. motionball supporters spend a day playing sports with Special Olympics athletes from their communities.

Benefits: For your company, it's about employee engagement, community building and meeting the cause on the ground. It's also an incredibly rewarding day of fun, while showcasing your brand to an engaged audience.

On May 25th, 2019, the Marathon of Sport Toronto will welcome 84 teams and over 100 Special Olympics Ontario athletes at the Downsview Hangar. [Click HERE](#) to see what you can expect.

#NOGOODWAY

CANADIANS ARE STANDING UP TO SAY THERE'S NO GOOD WAY TO USE THE R-WORD

As part of motionball's #NOGOODWAY campaign, thousands of Canadians fro coast to coast have joined our national anti-bullying movement focused on ending the use of the R-Word. We believe that most Canadians, once they understand the pain the R-word causes, will gladly volunteer to stop using it. So we're asking them to take the pledge to eliminate the word from their vocabulary and to share the #NOGOODWAY story with their networks.

Benefits: motionball will be proud to recognize you as a Partner of the #NOGOODWAY Campaign, with co-branding opportunities of our annual video and social media assets.

[Check out our past campaigns HERE](#)

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SPONSORSHIP OPPORTUNITIES

As a partner of motionball, your company will benefit from hosting and employee engagement opportunities at all 2019 Toronto events. Your brand will be connected to our millennial audience as a leader in the Special Olympics movement.



SPONSOR LEVEL	PRESENTING GALA (SOLD OUT)	PRESENTING MOS	CHAMPION	PATRON	SILENT AUCTION/DECOR	TABLE	SUPPORTER	FRIEND
COST	\$75,000	\$50,000	\$25,000	\$15,000	\$12,500	\$7,500	\$5,000	\$3,000

GALA BENEFITS

VIP Dinner Table for 10	3	2	1	1	1	1		
Exclusive VIP Booth	2	2			-			
Additional VIP Tickets (access to VIP Balcony)	20	8	6		4		10	10
Primary logo placement on all collateral	✓		✓	✓	✓	✓	✓	
On site activation/branding opportunity (10'x10' space)	✓		✓				✓	
Dedicated social media posts	15		10	2	5			

MARATHON OF SPORT & OTHER BENEFITS

Marathon of Sport Teams (May 25, 2019)	1	2	1	1				
Marathon of Sport on site activation (Sport Station)		✓	✓					
Logo on participant shirts (1008)		✓	✓					
Logo on all marketing materials and event screens/signs		✓	✓	✓				
Dedicated social media posts		15	5	2				
Fall Classic Golf Foursomes (September 2019)	2	2	1	1				
Recognition as a #NOGOOWAY ambassador	✓	✓	✓	✓	✓			
Table at motionball Idol (November)	✓	✓	✓	✓	✓			

For custom sponsorship opportunities, and more information on Presenting Sponsorship please contact julie@motionball.com



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THIS SERIES PRESENTED BY  **Loyalty One**
program

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motionball is sponsored nationally by

MarathonBusto partners

CONTACT

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