

A smiling man wearing sunglasses and a necklace is holding a beach volleyball. He is shirtless and wearing dark shorts. The background is a busy beach scene with many people, green netting, and a blue canopy.

BOARDWALK PLACE

2019

ASHBRIDGES BAY, TORONTO

MAY

JUNE

JULY

AUGUST

SEPTEMBER

SPONSORSHIP OVERVIEW

BoardwalkPlace.ca

MAJOR EVENTS

BOARDWALK PLACE

Boardwalk Place at Ashbridges Bay in 2019 will host the top beach volleyball in Canada and is Toronto's premier location for Canada Day celebrations. Boardwalk Place hosts Toronto's ABBV League the largest league in North America; Heatwave for SickKids, Worlds Largest Beach Volleyball Tournaments, Guinness World Record Holder; Ontario Volleyball Association Beach Provincials; and Volleyball Canada Beach Nationals which determine Canada's future Beach Olympians.


The dynamic nature of Beach Volleyball alone is enough to make for compelling sponsorship but combined with:

- ABBV League - 7,500+ Athletes
- Canada Day 150,000+ Attendees
- OVA Beach Tour 5,000 Athletes 20,000+ Attendees
- Volleyball Canada Beach Nationals 1,000 Athletes 30,000+ Attendees
- Heatwave for SickKids 4,000+ Players and 30,000+ Spectators
- First Class Venue, 100 Beach Volleyball Courts
- World's Largest Beach Volleyball Tournament
- Guinness World Record Holder
- Festival Atmosphere
- Instagram-Hit: Pop-Ups – Experience Installations
- Backdrop of some of the most breathtaking scenery from the Toronto Beaches

BoardwalkPlace.ca

PRIME LOCATION

BOARDWALK PLACE 



Ashbridge's Bay and Woodbine Beach are located in the eastern part of Toronto. Location, Location, Location with its beaches and boardwalk, this beach is perfect in the summer for prime sponsor exposure.

This substantial beach venue includes over 100 top tournament beach courts. The largest beach volleyball venue in Canada.

Sponsor tents and court signage will be placed along prime Boardwalk frontage that is in the core of the volleyball action to provide maximum visibility.

BoardwalkPlace.ca

BEACH TEAMS



BOARDWALK PLACE



MAY to SEPTEMBER Adult Coed Sixes, Fours And Twos 1,300+ TEAMS



25th ANNIVERSARY
2019

JUNE 15 Adult Coed Sixes and Fours 50+ TEAMS

JULY 13 Adult Coed Sixes and Fours 250+ TEAMS

JULY 14 Youth Fours, Sixes and Twos 100+ TEAMS

AUGUST 24 Adult Coed Sixes and Fours 100+ TEAMS

AUGUST 15-18 Youth Doubles 160 TEAMS

AUGUST 15-18 Youth Doubles 48 TEAMS

AUGUST 17-18 Adult Coed Sixes and Fours 120 TEAMS



MAY OVA PROVINCIALS 300+ TEAMS

JUNE OVA PROVINCIALS 700+ TEAMS

JULY OVA PROVINCIALS 600+ TEAMS

AUGUST OVA PROVINCIALS 500+ TEAMS

BoardwalkPlace.ca

ACTIVE PARTICIPANTS



Over 2 million Canadians participate in the sport of volleyball each year. The event participants are vibrant, social, fashion conscious individuals with disposable income.

Adult Demographics: 50% Male & 50% Female; 18 – 45 years old; post-secondary education

Youth Demographics: 35% Male & 65% Female; 10 – 18 years old

Attendance: 2100+ Teams; 200,000+ participants/spectators

SOCIAL MEDIA

BOARDWALK PLACE



Directly connecting sponsors through social media

Boardwalk Place is all about fun, action, competition and social media coverage. The opportunity for sponsors to engage with our participants and spectators and drive their marketing activations is significant.

POP UP INSTALLATION EXPERIENCE

Pop-up “installation experiences” at Boardwalk Place will engage participants and spectators to interact, take photos and post to social media.



CANADA DAY JULY 1

BOARDWALK PLACE

Canada Day is the national day of Canada. A federal statutory holiday celebrating the anniversary of July 1, 1867 when three separate colonies; the Province of Canada, Nova Scotia and New Brunswick united into a single Dominion within the British Empire called Canada.

Ashbridges Bay host the largest Canada Day celebration in Toronto with over 150,000 attendees.

BoardwalkPlace.ca

SUNSET LOUNGE

BOARDWALK PLACE

Sunset Lounge at Woodbine Beach transforms Toronto Beaches into a day to night party spot with private chaise loungers, illuminated beach volleyball courts and 1000+ sun worshipers

Patrons enjoy resort like Latin Nights at the Sunset Lounge

Luxury outdoor lounge, bar & grill centered around a hot sandy beach and cool lake water. Attendees can relax and enjoy food, beverages and live entertainment. Enjoy night time beach volleyball on the illuminated courts in a licensed area.

BoardwalkPlace.ca

SPONSORSHIP ACTIVATION

A woman with brown hair tied back, wearing sunglasses and a dark blue sleeveless top, is looking down at a display. In the background, there are blue banners with logos, including 'iHeartF' and 'ADIO'. To the right, another woman in a blue shirt is looking at a white object. In the foreground, a man in a blue shirt is leaning over a table, and a child in a red shirt is also looking at the display. There are several white plastic bags on the table.

Join our amazing and growing list of sponsors for the 2019 events. There are a wide variety of sponsorship options. The more involved you are as a sponsor the more opportunity you have to influence consumer behaviour, purchase decisions and build brand reputation.

Activating your sponsorship is all about bringing your involvement to life and helping make the event better. Boardwalk Place will work closely with you to develop an activation plan that ties in your strategy to get the most value at the events. Smart activation will lead to value for both parties.

SPONSORSHIP OPPORTUNITIES

OFFICIAL TITLE SPONSOR

MAJOR SPONSOR

MAJOR SPONSOR

MAJOR SPONSOR

MAJOR SPONSOR

CATEGORY SPONSOR

CATEGORY SPONSOR

CATEGORY SPONSOR

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BEACH SPONSOR

BEACH SPONSOR

BEACH SPONSOR

BEACH SPONSOR

BEACH SPONSOR

TITLE SPONSOR BENEFITS

- Your brand name and logo integrated into the event titles
 - Category exclusivity at all major Boardwalk Place Events 2019
 - Sponsor Activation: May 1 to September 30, 2019
 - Right to supply a prominent pop-up installation experience for Canada Day
 - Right to supply a prominent pop-up installation experience for major Boardwalk Place Events
 - Prominent logo placement on apparel for staff and prizing. And players at selected events
 - Prominent logo placement on live streaming broadcast at selected events
 - Net branding on feature court and select secondary court(s)
 - 8 court-side pop-up banners on feature court: Size 3x8
 - 20 court-side pop-up banners on select secondary court(s): Size 3x8
 - 2 - 20 x 10 ft - Sponsor Expo tent: Premium Placement
 - 6 flags with high visible placement
 - 6 Live PA announcer mentions per day per event; Sponsor to provide tag line verbiage
 - Official naming rights featured in all online and print media
 - 1 major social media activation and contest. To begin one week in advance of each event
 - VIP hospitality access for 10 guests at selected events
 - Right to supply a player gift for players when they check-in
 - Right to supply a team captain gift for the captains when they check-in
 - Right to supply a player gift for the top placing teams.
 - Prominent Logo placement on Medal Podium area
 - Prominent recognition on the BoardwalkPlace.ca and all event websites and social media pages
- * Court-side signage, flag, net and expo tent production cost are the responsibility of the sponsor

MAJOR SPONSOR BENEFITS

- Category exclusivity at all major Boardwalk Place Events 2019
 - Sponsor Activation: May 1 to September 30, 2019
 - Right to supply a pop-up installation experience for Canada Day
 - Right to supply a pop-up installation experience for major Boardwalk Place Events
 - Logo placement on apparel for staff and prizing. And players at selected events
 - 4 court-side pop-up banners on feature court: Size 3x8
 - 20 court-side pop-up banners on select secondary court(s): Size 3x8
 - 1 - 20 x 10 ft or two 10x10 ft Sponsor Expo Tent: Prime Placement
 - 6 flags with high visible placement
 - 4 Live PA announcer mentions per day per event; Sponsor to provide tag line verbiage
 - Sponsor name or logo featured in all online and print media
 - 4 Social Media Posts to begin two weeks prior to the event
 - VIP hospitality access for 8 guests at selected events
 - Right to supply a player gift for the top placing teams.
 - Logo placement on Medal Podium area
 - Logo recognition on the BoardwalkPlace.ca and all event websites and social media pages
- * Court-side signage, flag, net and expo tent production cost are the responsibility of the sponsor

CATEGORY SPONSOR BENEFITS

- Category exclusivity at all major Boardwalk Place Events 2019
 - Sponsor Activation: May 1 to September 30, 2019
 - Right to supply a pop-up installation experience for Canada Day
 - Right to supply a pop-up installation experience for major Boardwalk Place Events
 - Logo placement on apparel for staff and prizing. And players at selected events
 - 2 court-side pop-up banners on feature court: Size 3x8
 - 8 court-side pop-up banners on select secondary court(s): Size 3x8
 - 1 - 10 x 10 ft Sponsor Expo Tent
 - 2 Live PA announcer mentions per day per event; Sponsor to provide tag line verbiage
 - 3 Social Media Posts to begin three weeks prior to the event
 - VIP hospitality access for 4 guests at selected events
 - Right to supply a player gift for the top placing teams.
 - Logo recognition on the BoardwalkPlace.ca and all event websites and social media pages
- * Court-side signage, net and expo tent production cost are the responsibility of the sponsor**

COURT SPONSOR BENEFITS

- **Sponsor Activation: May 1 to September 30, 2019**
- **Right to supply a pop-up installation experience for Canada Day**
- **Right to supply a pop-up installation experience for major Boardwalk Place Events**
- **8 court-side pop-up banners on Secondary court: Size 3x8**
- **1 - 10 x 10 ft Sponsor Expo Tent**
- **2 Live PA announcer mentions per day per event; Sponsor to provide tag line verbiage**
- **1 Social Media Posts to begin four weeks prior to the event**
- **VIP hospitality access for 4 guests at selected events**
- **Right to supply a player gift for the top placing teams.**
- **Logo recognition on the BoardwalkPlace.ca and all event websites**

*** Court-side signage, net and expo tent production cost are the responsibility of the sponsor**

BEACH SPONSOR BENEFITS

- **Sponsor Activation: May 1 to September 30, 2019**
 - **1 - 10 x 10 ft Sponsor Expo Tent**
 - **2 Live PA announcer mentions per day per event; Sponsor to provide tag line verbiage**
 - **1 Social Media Posts to begin six weeks prior to the event**
 - **VIP hospitality access for 4 guests at selected events**
 - **Right to supply a player gift for the top placing teams.**
 - **Logo recognition on the BoardwalkPlace.ca and all event websites**
- * Court-side signage, net and expo tent production cost are the responsibility of the sponsor**

CONTACT INFO:

David Valente
Director of Operations and Corporate Sales
Boardwalk Place
C: 416-909-6979
David@BoardwalkPlace.ca

Event Office:
Boardwalk Place
1675 Lake Shore Blvd East,
Toronto, Ontario M4L 3W6