

2023 SPONSORSHIP PACKAGE



She's Got GAME

GRYPHON WOMEN'S FUNDRAISING GALA

PRESENTED BY



#SHESGOTGAMEUofG / SHESGOTGAME.CA



Dear Gryphon Athletics Supporter,

The Department of Athletics and recreation at the University of Guelph is excited to announce that on February 11th, 2023, we will be hosting our seventh annual She's Got Game Women's Athletics Fundraising Gala at Delta Hotels by Marriott Guelph. All proceeds from this event will go directly towards the funding of athletic scholarships for Gryphon Women student-athletes and the women's varsity athletics program.

Our goal of raising \$2.5 million for women's athletics through the She's Got Game initiative, which is built on the three pillars of engagement, policy, and fundraising. In addition to raising funds, She's Got Game promotes gender equity, encourages participants to excel in sports, and ultimately helps girls and women acquire tool to succeed on and off the field of play. Through this program, we aspire to develop world-class athletes, world-class scholars, and world-class citizens.

The She's Got Game Gala celebrates the commitment, determination, and excellence of our Gryphon women student-athletes, while raising money to help contribute to their future academic and athletic success. The event will bring together all of those who encourage, support, and promote these student-athletes and the women's varsity program. We invite families, friends, corporate partners, and our community to come together for this very special night.

Individual and group tickets will be available on November 1st, 2022. Please contact Jacqueline Andrews, External Relations, and Events for further event details; 519-824-4120 ext. 56027 or jacqandr@uoguelph.ca. For more information on the She's Got Game initiative, please visit our website at shesgotgame.ca.

Come and join us to celebrate our women varsity athletes. We look forward to seeing you there!

Sincerely,

Scott McRoberts

Director, Athletics

Associate Director, International Institute for Sport Business & leadership

Department of Athletics, University of Guelph

519-824-4012 ext. 56593



\$2.5M GOAL

15

*Student-Athletes
Benefitted from
Scholarships
Generated at the
2022 SGG Gala*

45

*New Scholarships
Created for
Women-Athletes*

**\$1.7M Raised
To Date**

100+

*Women Student-
Athletes supported
through She's Got
Game*

3

*Women Coaches
Received Full-Time
Appointments*





2023 SPONSORSHIP OPPORTUNITIES

***All sponsors will receive verbal recognition at the event
\$200 ticket / \$1500 table of 8*

Presenting

\$7,500

Logo on evite
Logo on all marketing material
Logo on cover of program
Logo on digital display during event

1 table included (8 tickets)
Speaking opportunity or video (5 min)
Full page ad in program
Logo on table numbers

Platinum

\$5,000

Logo on evite
Logo on all marketing material
Logo on first page of program
Logo on digital display during event

4 seats included
Full page ad in program

Gold

\$3,500

Logo on all marketing material
Logo in program
Logo on digital display during event

4 tickets included
Half page ad in program

Red

\$2,500

up to 3

Logo on marketing material
Logo in program

Logo on digital display during event
2 tickets included

Black

\$1,500

up to 6

Logo on marketing material
Logo in program

Logo on digital display during event



2023 SPONSORSHIP OPPORTUNITIES

***All sponsors will receive verbal recognition at the event*

\$200 ticket / \$1500 table of 8

Dinner Sponsor

\$3,500

only 1

Logo on dinner menus, table numbers, digital display during event & in program

4 tickets included
Half page ad in program

Athlete Sponsor

\$2,500

only 1

Logo on digital display during event & in program

5 student athletes' tickets
2 tickets included

Beverage Sponsor

\$2,000

only 1

Logo on bar marketing material & Program
Signature drink

2 tickets included

Coach Sponsor

\$1,500

Logo on digital display during event & in program