

# RAW Sports

## Champions

Sponsorship Opportunities



# RAW Sports Mission

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Founded and owned by CFL veterans Robert and Anthony Woodson, RAW Sports is Canada's premier football position-specific skill development organization. We are dedicated to fostering the love of football among young athletes while promoting skill development, teamwork and sportsmanship. Our mission is to create a supportive environment that empowers youth to improve their athletic abilities and build confidence both on and off the field.

## RAW Sports Goals

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1. To provide high-quality coaching and training to young players aged 4-18.
2. To enhance skills, foster teamwork, and promote a healthy lifestyle both on and off the field.
3. To create a positive community environment that engages families and local organizations.

## Values of Collaborating with RAW Sports

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1. Brand Visibility/Marketing Opportunity:
  - Prominent logo placement on camp materials including t-shirts, promotional flyers and social media posts.
  - Recognition in social media coverage.
2. Community Engagement:
  - Connect with local families and youth, enhancing community reputation.
  - Opportunity to support youth development and positive athletic experiences.
3. Potential Tax Benefits:
  - Donations may be tax-deductible, providing financial incentive.
4. Networking Opportunities:
  - Interaction with other local businesses and community leaders at camp events.



# City Champion

## Sponsorship Opportunities



### Sponsor will receive:

- Scholarship Funding Match - RAW Sports will match package cost in scholarships
- Company logo on camp flyers
- Social Media Posts (2) highlighting sponsor
- Co-branded content (1 Video)
- Sponsorship shout-out at camp

### Small Market

**Nanaimo, Kelowna,  
Victoria, Prince George**

**Central AB, Lethbridge  
Saskatoon**

**Sackville, Halifax**

**\$5000.00/Year**



### Sponsor will receive:

- Scholarship Funding Match - RAW Sports will match package cost in scholarships
- Company logo on camp t-shirts and flyers
- Social Media Posts (4) highlighting sponsor
- Co-branded content (1 Video)
- Employee Benefit: Company employees save 5% on camp registration
- Sponsorship shout-out at camp and VIP Seating

### Medium Market

**Vancouver  
Fraser Valley  
Edmonton  
Grande Prairie**

**\$10,000/Year**



### Sponsor will receive:

- Scholarship Funding Match - RAW Sports will match package cost in scholarships
- Company logo on camp t-shirts and flyers
- Social Media Posts (6) highlighting sponsor
- Sideline branding at camps
- Co-branded content (2 Videos)
- Employee Benefit: Company employees save 10% on camp registration
- Sponsorship shout-out at camp and VIP Seating
- RAW Apparel Package

### Large Market

**Calgary**

**\$15,000/Year**

# Provincial Champion Sponsorship Opportunity



## Sponsor will receive:

- Scholarship Funding Match - RAW Sports will match package cost in scholarships
- Company logo on province-specific camp t-shirts and flyers
- Sideline branding at province-specific camps
- Social Media Posts (12) highlighting sponsor - "Supported by [Company Name]"
- Speaking opportunity to all camp attendees
- Sponsorship shout-out at camp(s) and VIP Seating
- Company Logo on province-specific website pages
- Co-branded content (3 Videos)
- Company Logo in Promotional Video(s)
- Employee Benefit: Company employees save 15% on camp registration

**\$30,000**  
**per year**

**British Columbia**  
**Alberta**  
**Saskatchewan**  
**Manitoba**  
**Ontario**  
**New Brunswick**  
**Nova Scotia**

# National Champion Sponsorship Opportunity



## Sponsor will receive:

- Scholarship Funding Match - RAW Sports will match package cost in scholarships
- Company logo on camp t-shirts nationwide
- Sideline branding nationwide
- Social Media Posts (20) highlighting sponsor - "Powered by [Company Name]"
- Exclusive updates on RAW Sports' programs and expansions
- Dedicated account management
- Exclusive meet-and-greet with RAW Sports Coaches and Athletes
- Sponsorship shout-out at camps and VIP Seating
- Co-branded content (4 Videos)
- Company Logo in Promotional Video(s) and recognition on RAW Sports' website
- Employee Benefit: Company employees save 20% on camp registration
- Football signed by current/former CFL players on RAW Coaching Staff

**\$50,000**  
**per year**

**All Provinces**  
**All Cities**  
**All Camps**

By investing in RAW Sports, sponsors will not only elevate their brand visibility but also contribute to the development of young athletes and the local football community. Together, we can foster a culture of sportsmanship, skill development, and positive engagement for the youth in our area, and nationwide.

