

Grapple Girls
Open
Women's
GRAPPLING
Tournament
toronto
08/22/09

SPONSORSHIP PROPOSAL

First-ever, all women's grappling
tournament in Canada

August 22, 2009

Downtown Toronto: UofT Athletic Centre

Visit our website to find out more about
sponsors, active forums, and event news:
www.womensgrappling.org/ggopen/

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The Grapple Girls Open is about empowering women through our passion for the grappling arts. Our event aims to elevate the presence of women in sport.

Because of the structure of dojos and tournaments, women often train and compete in isolation, which helps perpetuate the male-dominated nature of the sport. However, there is a new generation of female grapplers who are collaborative, collegial and close-knit. This global community of athletes is still young, which means we can shape the essence of the female grappling experience.

The Grapple Girls Open committee is a collection of recreational and competitive female grapplers from various dojos in Toronto who are committed to giving women the voice, space, and support they need to mature in this rapidly growing sport.

Collectively, we have seen the best and the worst that grappling tournaments have to offer, and we're ready to show the world our vision of a great tournament.

The simple fact that this event is the first-ever all-female grappling tournament has drawn the interest of serious competitors and fascinated spectators from all over the continent. This tournament will fill a unique niche for the growing numbers of fans and women in the sport.

This event is a vehicle for change. Women are taking ownership of their training, their athletic communities, and the evolution of their sport. We look forward to the Grapple Girls Open becoming an annual inspiration for the global grappling community.

Some of the important reasons for holding this event include:

Awareness and education: Support, and athletic development for advanced, beginner, and younger women. We'll break through stereotypes of what it means to be a female fighter, and we'll honour the diversity of women's body shapes, sizes, strengths, ages, skills, and personalities.

Mentorship: Pro fights and Superfights between some of the biggest names in women's grappling.

Community: Grapple Girls Open will be a "hub" for other women training elsewhere — to collaborate, share resources, and provide training partners for women at other schools.

Accessibility: Spectator-friendly tournament including live feeds to the event website, family-friendly accommodations, and a comfortable and spacious venue.

Relevancy: Hand-picked sponsors will be interesting and memorable to our audience.

Charity: All profits go to support women's organizations.

Grapple Girls Open's active website and tournament are designed to attract a wide demographic that includes:

- ~ Recreational or competitive grapplers
- ~ Fitness enthusiasts
- ~ Sport and martial arts fans
- ~ Mothers and daughters



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As consumers, athletes and women, we believe your brand is consistent with our mission, and has a wide appeal to our audience.

Join us as a sponsor to affiliate your brand with our historic event, and help make it a success. Showcase your ongoing commitment to empowerment. Benefit from our marketing campaign as it reaches hundreds of martial arts schools across southern Ontario (and far beyond) and the thousands of students and families that reside. Our website and representatives will reach a wider audience still, as we continue to make connections with other related athletic and entertainment networks.

How you can contribute

1. Athlete sponsor: Sponsor one or more of your female students to attend the tournament by providing registration fee and travel expenses.

2. Exhibitor Sponsor: Station a booth all day at the tournament and get to know all the attendants. Sizes, prices and other details about your space at the event will come soon.

3. Financial sponsor: Help us raise funds to make this tournament memorable for the women attending. Based on the extent of your sponsorship contributions, your company will be classified as a Gold, Silver or Bronze sponsor. Review the benefits in the table (see right) to help quantify your contribution.

4. Volunteer sponsor: Donate time, equipment, expertise and energy to helping us put the tournament on (e.g. help to referee, organize competitors, etc.).

Payment Method : Payment can be made through PayPal on our website or a cheque can be made payable to our Treasurer, Christine La.

SPONSORSHIP BENEFITS

Gold Level \$2,000

- Full-page colour ad in program
- Banner Ad on website and logo/link on sponsorship webpage
- Banner at the event
- Merchandise table at the event
- Merchandise placement in giveaway bag
- Complimentary tickets to the event

Silver Level \$1,000

- Quarter page ad in program
- Logo/link on sponsorship webpage
- Logo on sponsorship banner at the event
- Merchandise table at the event
- Merchandise placement in giveaway bag
- Complimentary tickets to the event

Bronze Level \$300

- Logo placement on sponsorship page in program
- Logo/link on sponsorship webpage
- Discount on merchandise table at the event
- Merchandise placement in giveaway bag
- Complimentary tickets to the event



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The Grapple Girls Open Committee

Tania Andrade: Sponsorship I am part of kimonogirl; part of the only all-female grappling group in Canada. We provide women-only instruction, support and athletic development, filling a unique niche for the small, yet growing number of women in this sport.

Jennifer Halpern: Sponsorship & Marketing The UFC franchise is one example of how popular the sport has become. Unfortunately the women who enter the UFC ring are wearing bikinis and holding round signs above their head. We would rather see a proudly raised hand holding an earned metal - now that's entertainment.

Alaina Hardie: Event Coordinator & Web Developer I've been training Brazilian Jiu-Jitsu and submission grappling for nearly two years and in that time I have met many remarkable and inspiring women all over the world. This is an event for all of us, and I can't wait to share it with everyone.

Doris Harrison: Project Management Grappling incorporates elements of self-defense, traditional martial arts such as judo, and more contemporary arts such as Brazilian jiu-jitsu and submission wrestling. For women, it builds self-esteem and confidence; a healthy and powerful body; and camaraderie with other women. It provides a physical, mental and emotional challenge for women of all ages. Grappling is an increasingly popular sport, but most women find themselves training and competing in isolation, as the sport remains male-dominated.

Christine La: Finance and Treasurer It can be so disappointing spending months training hard for a tournament - drilling technique, strength training, visualizing, cutting weight, etc - only to find out on the day of the event that there is no one to compete against. Women from all around have experienced this. I am looking forward to finally having a tournament with a strong line-up of women in each division; to be able to truly test my skills against a multitude of women who are of equal size and skill level, and know that the person who ends up standing on top of the podium deserves to be there - and not because she was the only one who showed up!

Leah Springate: Visual Design My life has been transformed by jiu-jitsu. Learning how to fight has opened my mind; allowed me to see my potential and move towards realizing it. The Grapple Girls Open is a sign of respect to women in the sport and a sign of change.

Kaelyn Wong: Event Coordination I've been involved in BJJ for a long time and am proud to see it grow from when women didn't even have a change room in clubs to now where women can compete in a venue where they are supported and encouraged to learn, achieve, and be part of a growing community. In an all-female tournament, the competitors won't feel marginalized as they have in the past, which will encourage other females to join and reap the benefits of sport. The future for female grapplers is bright and only getting better!

Krista Scott-Dixon: Sponsorship & Marketing Grappling has quite literally changed my life. It's taught me to live free from fear, and to think about my body differently. And it's introduced me to a community of incredible, strong women. Now I want to share this amazing experience.

FEATURED ATHLETE

Felicia Oh: has since dominated many national competitions and was awarded her black belt by Jean Jacques Machado after only 4.5 years - an achievement that has left many of her male training partners both envious and struggling to keep up. In 2007, Felicia became the first woman to win both the Pan American Jiu Jitsu Black Belt Gi and No-Gi divisions.

FEATURED CHARITY

Sistering: is a women's organization that offers practical and emotional support through programs which enable women to take greater control over their lives. They provide showers, laundry facilities, clothing, some transportation, referrals, advocacy support and life skills workshops. From 1987 to 1999, Sistering experienced a 459% increase in the number of women seeking services.