

Sponsorships Opportunities

Help Canadian Talent Shine!

Tokyo 2025
Deaflympics

Support Canada's Deaf and Hard-of-hearing teams by enabling them to compete in the 2025 Deaflympics in Tokyo ►



**CANADIAN DEAF SPORTS
ASSOCIATION**



THE CANADIAN DEAF SPORTS ASSOCIATION

The Canadian Deaf Sports Association (CDSA) is a **not-for-profit organization** dedicated to developing **high-level Deaf and Hard-of-hearing athletes**.

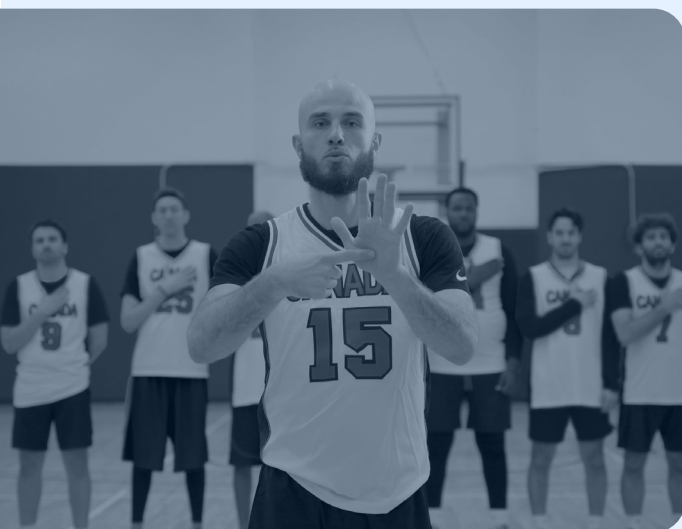


By creating opportunities for practice, training, and competition, **CDSA fosters inclusion and sporting excellence both at home and abroad.**

CDSA is the only Canadian organization empowered to select, prepare, and support the national Deaf team for international competitions such as the Deaflympics.

▶ THE 2025 DEAFLYMPICS IN TOKYO

In November 2025, Team Canada will take part in the Tokyo Deaflympics, **an event where the world's best Deaf and Hard-of-hearing athletes will compete on an international stage.** More than 4,000 competitors from around the world will attend the event.



The Deaflympics are much more than a sports experience – they are the **Deaf world's Olympic Games**. The event is a forum for inclusion at the very core of world sporting excellence.

By breaking down the communication barriers that exist in traditional sports, the Deaflympics enable Deaf and Hard-of-hearing athletes to bring out their best by focusing entirely on their performance.

CANADA'S DELEGATION

Canada will be represented by nine national teams and 48 athletes competing in the following disciplines:

- ▶ Track and field - *5,000 metres*

▶ Track and field - *marathon*

▶ Badminton
- ▶ Men's basketball

▶ Golf

▶ Bowling
- ▶ Tennis

▶ Table tennis

▶ Beach volleyball

Each Canadian athlete will proudly wear our nation's colours, showcasing homegrown talent and contributing to our national anthem being heard on the world stage.

PARTNERSHIP GOALS

To enable our athletes to represent Canada at the 2025 Deaflympics, we need to raise \$100,000.

The budget per athlete is as follows:

NEED	AMOUNT PER ATHLETE	TOTAL : \$5,000
Air travel	\$1,800	
Accommodations	\$2,200	
Outfits and other clothing	\$500	
Registration fees and insurance	\$500	

▶ Each donation or partnership brings an athlete closer to the starting line.

WHY MAKE A CONTRIBUTION?

By becoming a partner, **you demonstrate your commitment to inclusion and accessibility in sports.** You link your company to the success of the athletes who represent Canada.

Thanks to your donations and partnerships, the athletes can, in addition to participating in the competition, focus entirely on delivering their best performance. With your support, they can give their best without worrying about the logistical and financial costs involved in the competition.

Please know, however, that supporting Canada's Deaf and Hard-of-hearing team means much more than simply funding their participation in a sports event. It is a way of:

Enabling Canada to be represented at the Games: Without funding, our athletes cannot participate in the 2025 Deaflympics.

Asserting our national pride, our commitment to inclusion, and our determination to make our voice heard on the world stage.

Helping to raise the profile of Deaf talent in sports and society as a whole.

Supporting Team Canada means helping to win medals, but, above all, it means helping Canada shine.



We don't just don an outfit when we compete – we showcase our country and its history, values, and honour.

GRETA DAVEY

volleyball

We are Canada's representatives on the world stage, and our performance is the country's performance.

MARGUERITE MORISSETTE

badminton

Our success reflects Canada's determination and unity.

SAMER SAWAN

basketball

Taking part in the Deaflympics is the performance of a lifetime. I've worked so hard to be selected, and I'd like to extend my heartfelt thanks to the companies that make it possible for me to compete at this event.

ALEX L'ALLIER

tennis

VISIBILITY PLAN AND SPONSORSHIP OPTIONS

1. SPONSORSHIP PACKAGES

Driver of Canadian Pride (1)

You are the primary partner for Canada's athletes at the Deaflympics.

\$50,000

Team Supporter (9)

You sponsor a sport as a whole.

\$20,000

Ambassador of Excellence (5)

You are a partner for CDSA. You contribute to the development of high-level Deaf and Hard-of-hearing athletes.

\$10,000

Talent Supporter (48)

You enable an athlete to take part in the 2025 Deaflympics by covering related expenses.

\$5,000

Fan

You help fund an athlete's registration, preparation, and travel costs.

\$1,000

\$4,999

SPONSORSHIP PACKAGES

Driver of
Canadian
Pride

Team
Supporter

Ambassador
of Excellence

Talent
Supporter

Fan

PARTNER DESIGNATION

The delegation is
rebranded in the
partner's name:
*Team Canada-
Partner-Name*

Identified as the
"Lead Partner" on
all communications
materials

EVENTS

Speaks on stage
at partner
events

Invited to
partnership events
and official photo
opportunities

VIP meeting with
the Athletes and
official Photo

With
the full
delegation

With the
sponsored
team

With CDSA
representatives

With the
sponsored
athlete

SPORTS INITIATION

Initiation to Deaf
sports practice with
an amateur club in
your province

This event is open
to members of the
partner organization
(up to 15 people

More ▼

SPONSORSHIP PACKAGES

Driver of
Canadian
Pride

Team
Supporter

Ambassador
of Excellence

Talent
Supporter

Fan

MEDIA

Press release
announcing the
partner's support

Final fundraising
press release citing
the partner as a
leading supporter

All general press
releases include
the partner on the
partners' list

LOGO

Presence on the
site's Partners'
page and on
the campaign's
landing page

Logo on various
media

Logo on the
delegation's
bags and winter
hats, fundraising
publicity mate-
rials, and CDSA
newsletters

Non-competition
jerseys for the
entire team re-
ceiving support,
newsletters, as
a watermark on
photos of the
sport receiving
support

CDSA news-
letters, flyers
and brochures,
posters at
CDSA events

Water bottle
of the athlete
receiving
support and as
a watermark on
photos of the
sport receiving
support

SOCIAL MEDIA

Social media
communication

Co-created
custom
content

One story per
athlete on the
sponsored team
and one post
on CDSA's
social media
accounts

Post dedicated
to support from
Ambassadors
of Excellence

Recognition
of support on
CDSA's social
media with a
portrait of the
athlete and link
to his or her
platforms

2. IN-KIND SUPPORT

Of course, we also welcome your support in the form of goods and services. Please feel free to donate essential resources, including equipment, transportation, accommodations, and more.

By doing so, you become an **Official Supplier** and enjoy a level of visibility that reflects the nature and value of your support.

3. CUSTOM COLLABORATIONS

Along with the opportunities on offer, we believe that each company can bring out the best in Canadian talent in its own way.

Creative and personalized operations may be developed in partnership with your brand. For example:

- ▶ **Matching donations** (get your employees or customers to contribute, and you match their donation)
- ▶ **Solidarity products** (develop an item whose sales proceeds are in part donated to athletes)
- ▶ **Sports challenges** (involve your work teams in fundraising events within your company)
- ▶ **Campaigns in conjunction with celebrities** (mobilize athletes or celebrities on social media)

Our team is here to build a partnership that reflects your values and showcases your commitment to providing tangible support for Canada's Deaf and Hard-of-hearing athletes.

CONTACT

Want to help Canadian talent shine?

Please get in touch so we can build a **partnership** that's right for you, whether financial, in-kind, creative, or customized.

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