



2020

MARKETING PACKAGE



YOUR COMMUNITY IS OUR COMMUNITY
TOGETHER WE ARE STRONGER AND BETTER

WWW.WINITCO.COM



MESSAGE FROM THE FOUNDER

Welcome to WIN IT & CO

WIN IT & CO. INC. hosts charity sporting tournaments in an effort to raise awareness and funds to support local and international causes.

2012 is when it all started with our Soccer Tournaments we called KICKIT2WINIT, which began in Toronto Canada

The vision behind this tournament was to use our platform to not only raise awareness for a cause but to also showcase the local talents and provide them the necessary exposure and marketing they needed to get attention from coaches, schools, clubs, etc. This tournament was designed to bridge the gap between our community and the rest of the world. Over the years KICKIT2WINIT expanded and began hosting in cities like Miami, London UK, and many others.

2015 we started HOOPIT2WINIT which was a focus on Basketball, and it too made its debut in Toronto and began expansion into other major cities around the world.

It didn't take long for other sports fanatics to approach us with the intent to have us create a tournament that focused on their passion. So many years later in 2020 we created SWINGIT2WINIT as our Golf Tournament. We are excited to embark on this new journey.

Over the years we have raised over \$250,000 to raise awareness against Human Trafficking, Youth At Risk, Anti-Bullying, and now Mental Health.

As our Partners and Supporters you have the opportunity to be a part of this movement. Your involvement with us is not just about your brand recognition (which is a very important aspect of the benefit you will receive from us) but we get to work together to build community and change lives. We did not invent tournaments, but we do a very good job at standing out and doing tournaments differently. Our aim is to build together and impact together.

We look forward to a long lasting relationship with all of you, and we are confident that our unity will make the difference.

Thank you in advance for your support, consideration and partnership.

John Toufankjian, President
WIN IT & CO. INC.





2020 PHILANTHROPIC MISSION



WIN IT & CO. INC. Is a Social Enterprise With a Big Philanthropic Agenda

HUMAN RIGHTS
ANTI-BULLYING
MENTAL HEALTH
ANIMAL RIGHTS

POVERTY/HOMELESSNESS
ANTI-GUN VIOLENCE
AT-RISK YOUTH

HUMAN/SEX TRAFFICKING
ENVIRONMENTAL ISSUES
SUBSTANCE ABUSE/ADDICTION

The above are some of the issues our team will be advocating against and raising awareness for. We believe as a corporation and as a community that together, our voices are louder. Together, we are stronger. Together, we can be the change we wish to see in this world.

If you or anyone you know has ever been a victim, suffered, or going through any of the above mentioned issues, our team would love to hear from you, listen to your story, work together to impact change and help others. We promise complete confidentiality and disclosure as YOU permit. We are not afraid to tackle the big issues, nor are we afraid to voice opinions so that others can be helped.

WIN IT & CO. INC. is a social enterprise, but we're proud to use our platform, resources, media and corporate network to raise awareness for local charities. Whether you play in the tournament, Sponsor a tournament or Volunteer at a tournament, we welcome you to join us and be a part of the WIN IT & CO. INC. family. Your community is our community, together we are stronger and we are better.

We designate a local charity as the beneficiary for every city and event we host a tournament for.

What Does the Beneficiary Charity Receive?

- Free marketing
- Free advertising of its programs and campaigns and at the end of each tournament a portion of the WIN IT & CO. INC. funds will be donated directly to that charity.
- In some cases we will sponsor local youth/kids to play in the tournament.

If you have experience or passion about an area mentioned above, and you'd like to be a part of the WIN IT & CO. INC Philanthropic Movement, please contact us to discuss further.

WIN IT & CO. INC. will look to team up with organizations and charities in various cities as a way to work with and bridge gaps, to be a platform to those that want to be heard and help others.

Send us an email Philanthropy@winitco.com and a representative will get in touch with you to see how we can help. If you'd like to volunteer at any of our tournaments taking place in your city, visit us at www.winitco.com to choose your tournament event.



PRICING & MARKETING BENEFITS

PARTNER WITH US

WIN IT & CO. INC. provides an array of sporting tournaments to help support and raise awareness for various issues both locally and internationally.

KICKIT2WINIT began in 2012 as a focus on Soccer and using the event and platform to raise awareness against Human Trafficking. As a local Toronto start up, the tournament event has expanded internationally.

SWINGIT2WINIT began in 2020 as a focus on Golf and using the event and platform to raise awareness and support for Mental Health.

Our sponsorship package will allow all of our sponsors/supporters to not only have exposure at one event, but all of our events this year in Toronto, ON.

You may choose ONE event or Multiple Events; prices will adjust based on which tournaments you choose to support. If your sponsorship level allows you to enter more than one team, you can keep your teams at one event, or mix it up.

SPONSORSHIP PACKAGES

SUPPORTING PARTNER: \$250 - \$500

1st – 3rd Place Team Prizes (Gift Vouchers, Raffle & Auction Prize Items)

TEAM UNIFORM SPONSOR: \$1000 - \$1500

SOCCER \$1500 | Logo displayed on 10-12 Players Jerseys

GOLF \$1000 | Logo displayed on 4 Players Jerseys

CORPORATE TEAM PARTNER: \$1250

- ▶ Company Logo is displayed in the end credit of Event Video, featured on our Website.
- ▶ Company name in our marketing package which is distributed the following year to the entire WIN IT & CO. INC. network.

SOCCER: Sponsorship/Entry of 1 Team (10 Players)

GOLF: Sponsorship/Entry of 1 Foursome Team

BRONZE PARTNER: \$3000 - \$4500

- ▶ Sponsorship/Entry of 2 Teams
- ▶ Team Uniform for every player on each sponsored team with company logo on each.
- ▶ Banner Display at event (Banner must be supplied)

SOCCER \$3500 | GOLF \$4500



PRICING & MARKETING BENEFITS

SILVER PARTNER: \$6000 - \$7000 | Only 4 Per Event

- ▶ Sponsorship/Entry of 3 Teams
- ▶ Team Uniform for every player on each sponsored team with company logo on each.
- ▶ Banner Display at event (Banner must be supplied)
- ▶ Logo on Volunteers Uniforms

SOCCER \$6000 | GOLF \$7000

GOLD PARTNER: \$8500 - \$9500 | Only 3 Per Event

- ▶ Sponsorship/Entry of 3 Teams
- ▶ Team Uniform for every player on each sponsored team with company logo on each.
- ▶ Banner Display at event (Banner must be supplied)
- ▶ Logo on Volunteers Uniforms
- ▶ Photo with Banner with 2nd Place Winner/Team
- ▶ Logo on Website (2 Pages)
- ▶ Table Display of Products/Services/Print Material at event

SOCCER \$8500 | GOLF \$9500

PLATINUM PARTNER: \$11,500 - \$12,500 | Only 2 Per Event

- ▶ Sponsorship/Entry of 3 Teams
- ▶ Team Uniform for every player on each sponsored team with company logo on each.
- ▶ Banner Display at event (Banner must be supplied)
- ▶ Logo on Volunteers Uniforms
- ▶ Photo With Banner with 1st Place Team
- ▶ Logo on Website (4 Pages)
- ▶ Table Display of Products/Services/Print Material at event
- ▶ You will be mentioned in all of our social media networks
- ▶ Your business/product/service will be interviewed, featured on to our website as advertising

SOCCER \$11,500 | GOLF \$12,500



PRICING & MARKETING BENEFITS

TITLE PARTNER: \$22,000 - \$25,000 | Only 1 Per Event

- ▶ Sponsorship/Entry of 4 Teams
- ▶ Team Uniform for every player on each sponsored team with company logo on each.
- ▶ Banner Display at event (Banner must be supplied)
- ▶ Logo on Volunteers Uniforms
- ▶ Photo with Banner with 1st & 2nd Place Teams
- ▶ Logo on Website (All Pages)
- ▶ Table Display of Products/Services/Print Material at event
- ▶ You will be mentioned in all of our social media networks
- ▶ Event Named after your company
- ▶ Logo or Company name circulating as one of the Sliders on the website of your choice
- ▶ Trophy Ceremony Presentation to 1st Place Winning Team
- ▶ Your business/product/service will be interviewed, featured on to all of our websites as advertising or as a 30 second commercial.
- ▶ You will be mentioned in all Radio, TV, and News appearances

Representative from your company will give the opening welcome or half time speech

SOCCER \$22,000 | GOLF \$25,000

INTERNATIONAL TITLE PARTNER: \$100,000

This is an Exclusive position offered to ONE International Sponsor. This sponsorship will give you all the benefits listed in the Title Partner plus be featured in ALL the locations that WIN IT & CO INC. will be hosting its tournaments in 2020/2021

*Exclusive Agreements of 2-3 Years are up for grabs. Package prices will increase each year as we acquire more territory and expand our network, which can offer bigger exposure and branding to all parties involved, but these rates will be locked in throughout the duration of our agreement.

WIN IT & CO INC. seeks to build strong and long lasting relationships with its partners & supporters. We encourage creative suggestions and wish to accommodate your needs and interests.

Your Passion, Your Involvement, Your Support, CAN & WILL make a difference in your community, your city, and your Country for years to come.

All partners who contribute a minimum of \$1250 will have their Company Logo displayed in the end credit of the Event Video in the appropriate categories, then featured on our Website, as well as having your company name listed in our Marketing Package which is distributed the following year to the entire WIN IT & CO INC. Network