

SPONSOR PROSPECTUS

Game on! Putting a check to Alzheimer's

PAWN WISE: THE ATLANTIC ALL-AGES CHESS FESTIVAL
Saint Mary's University, Halifax - Jul 29-Aug 2 2022

GENERAL INFORMATION FOR SPONSORS

- The Festival will celebrate the all-ages reach of the game of chess
- 700 participants: players, children & parents, audience for panel
- Broadcast live via Chess 24 to global online community
- Special guests: GM Hou Yifan, 4-time Women's World Chess Champion
GM Evgeny Bareev, Canadian Champion & once 4th rated in the world
GM Dommaraju Gukesh, 15, 3rd youngest grandmaster in chess history

FESTIVAL OBJECTIVES

- To host the 11th Canadian Seniors Chess Championship 2022
- To host the 1st Nova Scotia Mayflower Open, celebrating Nova Scotia
- To report the all-ages benefits of chess for youth and seniors
- To leave a legacy in Nova Scotia of chess recreation, sport & learning

WHY YOUR SPONSORSHIP MATTERS

- Our event will be broadly felt. The Department of Seniors, Nova Scotia, has supported Pawn Wise with a generous grant. See our website.
- International interest will focus on the panel, *Chess Considered*, where scholars will answer key questions on chess's relation to scientific thinking, music, AI, sport, and the cognitive health of young and old.
- Halifax has an opportunity to show a global audience – from St. Louis to Beijing – the beauty of our city and the warmth of Maritime hospitality.
- A significant cultural legacy will be left. Chess Nova Scotia will offer two province-wide programs: Chess Wise: Chess for Seniors, and Pawn Waves: The Nova Scotia After-School Chess Program.

PAWN WISE: THE ATLANTIC ALL-AGES CHESS FESTIVAL

Sponsorship Opportunities & Benefits

K FESTIVAL TITLE SPONSOR \$17,500

- Name and logo attached to Festival plus one main event
- Support publicly acknowledged at Festival opening and closing
- Opportunity to publicly welcome guests
- Name and logo on Festival program, signage & website
- Inclusion of promotional item or flyer in welcome package

Q FESTIVAL CELEBRITY \$8,600

Hou Yifan, 4-Time Women's World Chess Champion (\$2.1K TO DATE)

- Sponsorship acknowledged in program & website
- Support publicly acknowledged at Festival opening
- Opportunity to introduce her at Scholastic Chess Exhibition
- Opportunity for private audience/lunch prior to Exhibition
- Presentation of farewell gift

R EVENT TITLE SPONSOR \$10,000

Canadian Seniors Chess Championship 2022 SPONSORED

- Name and logo attached to event
- Support publicly acknowledged at opening and closing
- Name and logo appropriately placed in program & website
- Name on Nova Scotian crystal trophy ware
- Opportunity to present trophies to winners
- Inclusion of promotional item or flyer in welcome package

R EVENT TITLE SPONSOR \$10,000

The 1st Nova Scotia Mayflower Open

- Name and logo attached to event in program & website
- Name attached to participation of celebrity player
- Support publicly acknowledged at opening and closing
- Name on NS artisan woodcraft trophies, opportunity to present
- Inclusion of promotional item or flyer in welcome package

B	EVENT TITLE SPONSOR <i>Panel – Chess Considered: Four Questions</i>	\$15,000 (\$7.5K TO DATE)
	<ul style="list-style-type: none"> • Name and logo attached to event • Support publicly acknowledged at opening and closing • Name and logo appropriately placed in program & website • Opportunity to host participants at pre-event dinner • Inclusion of promotional item or flyer in welcome package 	
N	SENIOR CELEBRITY PLAYER – SPONSOR <i>Grandmaster Evgeny Bareev, former #4 in world</i>	\$3,500 SPONSORED
	<ul style="list-style-type: none"> • Sponsorship acknowledged in program & website • Support publicly acknowledged at start of Seniors Championship • Opportunity for private audience/lunch • Presentation of farewell gift 	
N	JUNIOR CELEBRITY PLAYER – SPONSOR <i>Child prodigy, Dommaraju Gukesh, 15, India</i>	\$4,500
	<ul style="list-style-type: none"> • Sponsorship acknowledged in program & website • Support publicly acknowledged at start of Mayflower Open • Opportunity for private audience/lunch • Presentation of farewell gift 	
N	SELECTED INDIVIDUAL PANELIST – SPONSOR (6)	\$2,500 SPONSORED (3)
	<ul style="list-style-type: none"> • Sponsorship acknowledged in program & website • Support publicly acknowledged at introduction to panel • Opportunity for private audience/lunch • Presentation of farewell gift 	
P	SCHOLASTIC CHESS EXHIBITION – SPONSOR (5)	\$5,000
	<ul style="list-style-type: none"> • Sponsorship acknowledged in program & website • Support publicly acknowledged at start of Exhibition • Opportunity to meet Hou Yifan & Dommaraju Gukesh 	

PAWN WISE: THE ATLANTIC ALL-AGES CHESS FESTIVAL 2020

SPONSORSHIP AGREEMENT

In order to secure your sponsorship, payments must be received in advance. The deadline for acknowledgments in the Festival program is June 21 2022.

Sponsor Information

Organization _____

Address _____

Contact person _____

TEL _____ EMAIL _____

Sponsorship Selection

Note: Custom packages can be arranged.

- | | | | |
|---|----------|---|------------------|
| <input type="radio"/> Festival Title | \$17,500 | K | |
| <input type="radio"/> Festival Celebrity | \$6,500* | Q | *remaining |
| <input type="radio"/> Event Title – Canadian Seniors | \$10,000 | R | SPONSORED |
| <input type="radio"/> Event Title – Mayflower Open | \$10,000 | R | |
| <input type="radio"/> Event Title – Panel: Chess Considered | \$7,500* | B | *remaining |
| <input type="radio"/> Senior Celebrity Player | \$3,500 | N | SPONSORED |
| <input type="radio"/> Junior Celebrity Player | \$4,500 | N | |
| <input type="radio"/> Canadian Celebrity Player | \$3,000 | N | |
| <input type="radio"/> Scholastic Chess Exhibition (x 5) | \$5,000 | P | |

Payment Information

CHEQUE Make cheque payable to: *Chess Nova Scotia – AAACF*

INVOICE Invoice to _____

Send this form & payment to Chess Nova Scotia, c/o Roger Langen, 162 Ochterloney St., Unit 208, Dartmouth NS B2Y 4X3. Or scan and e-mail to: skcashin@outlook.com.