

SPONSOR PROSPECTUS

Game on! Putting a check to Alzheimer's

PAWN WISE: THE ATLANTIC ALL-AGES CHESS FESTIVAL
Saint Mary's University, Halifax - Jul 31-Aug 4 2020

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 2nd rated in the world
GM Dommaraju Gukesh, 13, 2nd youngest grandmaster in chess history

FESTIVAL OBJECTIVES

- To host the 11th Canadian Seniors Chess Championship 2020
- 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: WaveLength: Chess for Seniors, and Brain 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 2020 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

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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 2020.

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.