



ATMIYA SPORTS CLUB

SPONSORSHIP PACKAGE



For full details, please visit www.AtmiyaSportsClub.com

About Us

ATMIYA SPORTS CLUB

Atmiya Sports Club (ASC) has been successfully organizing quality sporting events including 3on3 Basketball Tournaments, Volleyball Tournaments, Table Tennis Tournaments, Chess Tournaments, badminton and Carrom Tournaments since 2009. Along with the aforementioned events, the key event has been **Atmiya Premier League (APL)**, which has been in existence since the summer of 2011.

All proceeds from events organized by Atmiya Sports Club are donated to our charity of choice, Yogi Divine Society Canada (YDS). YDS is a registered non-profit charitable organization located in Mississauga. YDS organizes numerous functions and activities with a focus on the betterment of youth in society and the local community. Many participants of ASC are regular attendees at YDS activities in the GTA.

For full details, please visit www.AtmiyaSportsClub.com



ATMIYA SPORTS CLUB is fully operated by volunteers who are looking to give back to the community. Pictured above are *some* of our dedicated volunteers (members of Atmiya Cricket Club) who work together as a unit to plan, organize and execute events like APL.



About The Event

ATMIYA PREMIER LEAGUE (APL)

APL is a much anticipated **28 team Cricket Tournament with over 400 players** in a live auction - all playing 53 games for the coveted **Atmiya Cup**. In an exciting 12-over, heavy tennis ball format, players are swinging for the boundary from the very first ball; providing a very exciting atmosphere for participants and spectators alike.

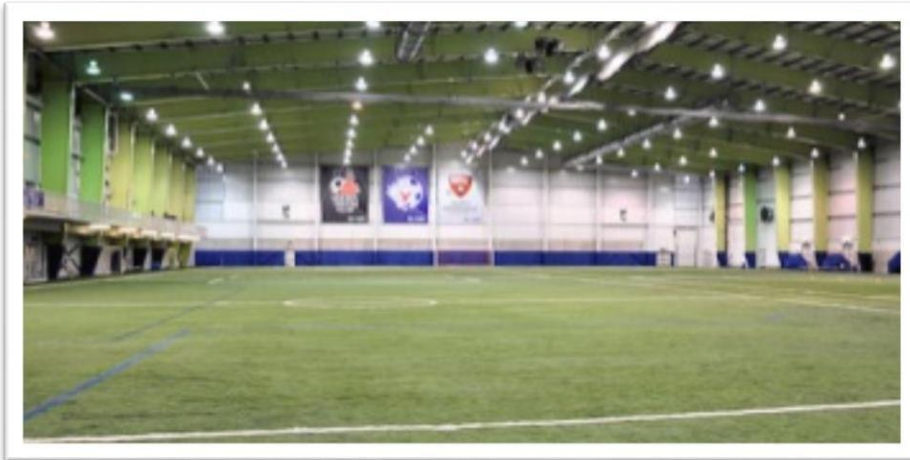
With your support, we can continue this strong history and tradition that unites the community. The tournament continues to be the most exciting of its kind, as it will be hosted indoors at the Paramount Centre (formerly Hershey Centre) in Mississauga.

For full details, please visit www.AtmiyaSportsClub.com



The Venue

PARAMOUNT CENTRE



Paramount Fine Foods

Centre located in Mississauga ON is the Largest facility of its kind in the GTA with APL being the only event of this nature in Canada.

This is an event you definitely need to come out and experience!

For full details, please visit www.AtmiyaSportsClub.com



The Teams

EASTERN CONFERENCE



The Teams

WESTERN CONFERENCE



The Teams

CENTRAL CONFERENCE



Sponsorship

WHAT'S IN IT FOR YOU?

There are numerous reasons for your organization to support APL.

With over 400 participants, hundreds of spectators and thousands of online impressions, partnering with us is a great investment from a business perspective.

- ✓ Corporate Identification
- ✓ Target Marketing
- ✓ Brand and Image development
- ✓ Sampling or Coupon opportunity
- ✓ Public Relations
- ✓ And many more...

However, the greatest reason to support Atmiya Sports Club is...

Community Involvement.

Many say they want to give back; this is your chance!

For full details, please visit www.AtmiyaSportsClub.com



Sponsorship Packages

New option for 2026...

New for 2026, we are looking for a **Title / Presenting Sponsor** who will get a customized package that includes all the elements within this sponsorship package – where feasible.

This is to build on the momentum since inception in 2011, like professional cricket leagues and tournaments.

**2026 Atmiya Premier League presented by
Your Company**



Sponsorship Packages

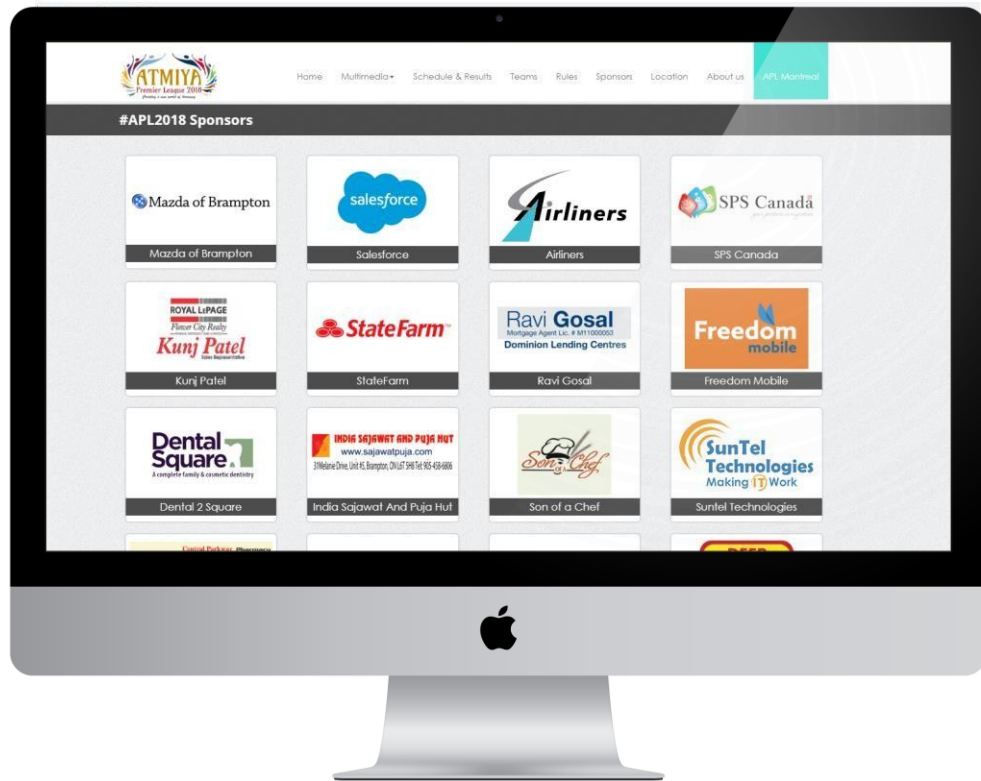
Full details of each element are on the following page(s).

PACKAGE	WEBSITE \$300	BANNER \$500	SOCIAL MEDIA \$300	T-SHIRT \$1,000 - \$3,000	BOUNDARY FLAGS \$700 - \$1,000	UMPIRE SHIRTS \$700	MARKETING BOOTH \$700	VIP BOX N/A	SPEECH AT AUCTION N/A
SILVER \$1,500 (\$2,300 value)	All Pages	Around Field	Select Channels	BACK LOWER					
GOLD \$3,000 (\$5,500 value)	All Pages	Prime Location	All Channels	BACK PRIME	6 Flags				
PLATINUM \$5,000 (\$8,100 value)	All Pages	Prime Location	All Channels	FRONT PRIME	10 Flags	Logo Included	Yes, with first choice	Included	Included

Sponsorship

WEBSITE ADVERTISING

\$300



With an ever-increasing traffic base, advertising on our website as a supporter is a great way to show loyalty to our participants and supporters alike.

With constant improvements and enhancements (i.e. for 2026 we have implemented live scoring through the website) visual impressions continue to increase as well.

We set up direct links to your website (or flyer) from our supporter page, as well as display your logo on our scrolling banner on the main page.

Sponsorship

\$500

ON-SITE BANNER DISPLAY



During the tournament we set up a special Sponsorship Area where we have our trophy presentations, interviews and playoff selections.

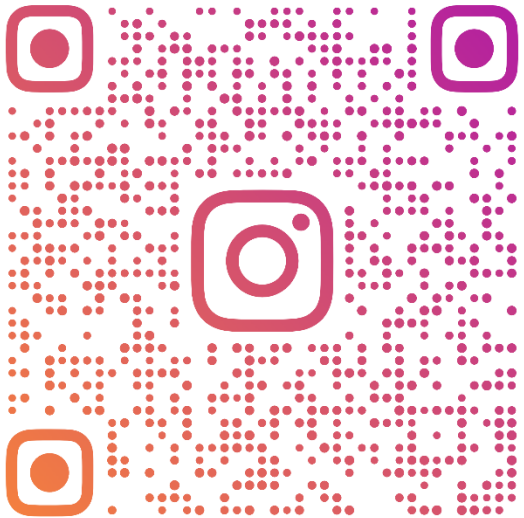
This highly visible, high traffic area is complimented by the hanging of banners around the field and along the main balcony.

To keep a professional look and feel to the tournament, all banners must be pre-approved by the Organizing Committee, in advance.

Sponsorship

SOCIAL MEDIA

\$300



Atmiya Sports Club's Social Media team will mention your company on **Instagram** posts and during our live matches on **YouTube**.

This will not only increase traffic to your channels, but connect you to our followers and supporters.

One of our recent videos is approaching 300,000 views – let's go viral together!

Sponsorship

BOUNDARY FLAGS

\$700

[\$700 - \$1,000]



Another unique opportunity for your organization is to advertise around the field on our boundary flags. Not only does this add to the overall feel of professionalism at the tournament, it provides your logo to be front and centre all around the facility.

Our team will produce the flags in house, all you need to do is send us high-resolution graphics and we do the rest.

Set of 6: \$700

Set of 10: \$1,000

Lunch or Dinner

DEDICATED FOOD COURT

\$700



Breakfast, Lunch and Dinner are provided for participants and spectators throughout the tournament.

Take this opportunity to have your company recognized in the **high-traffic dining area** where all teams congregate with friends and family.

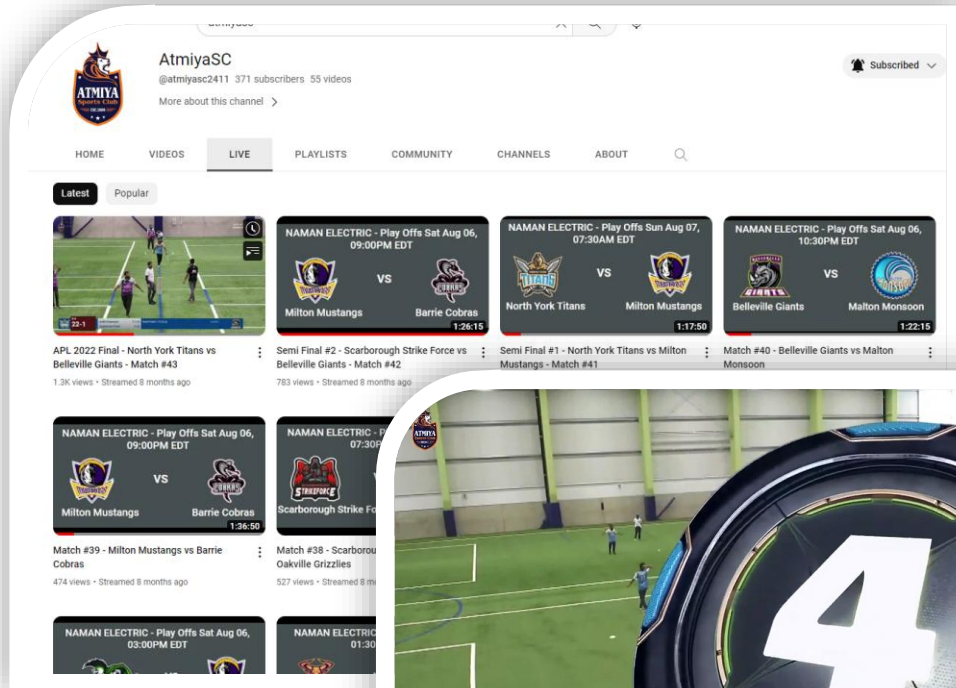
Additionally, we will have our table with sponsor material for distribution in this area and can pair it with a banner / standee / feather flag.

Live Stream

\$700

YOUTUBE LIVE STREAMING SPONSOR

Have your company logo displayed during portions of the Live Stream on YouTube where thousands of views per match are historically gained. With the growing use of technology, this year's tournament will be even more popular!



For full details, please visit www.AtmiyaSportsClub.com



Sponsorship

TEAM JERSEY (FRONT OR BACK)

\$1,000

[\$1,000 - \$3,000]



Prime Location
(Incl. in **PLATINUM**)
\$3,000

Prime Location
(Incl. in **GOLD**)
\$2,000

General Location
(Incl. in **SILVER**)
\$1,000

With over 400 participants, you can put your company logo on each Team Jersey for \$1,000 - \$3,000 depending on the location you choose. For the best value for your donation, Team Jersey Sponsorship is included in the **SILVER**, **GOLD** and **PLATINUM** packages. Please take a look at the packages for full details on Pg. 9 as well – limited spaces available.

Sponsorship

\$1,500

TOP BATSMAN AND TOP BOWLER CAPS



As is the tradition in other international leagues, each team will be given a rotating cap that the top performing bowler wears as well as the top batsman. As player performance improves within their team, they will transfer the cap accordingly. This creates a sense of pride as well as friendly competition.

Your company logo will be printed on **each of the 56 caps**, which will remain as a prize for each team's top performer at the end of the tournament as well.

Sponsorship

TRADE SHOW BOOTH

\$700



Come set up your trade show booth on site during the tournament and the player auction (4 weekends of exposure).

Player Auction: SATURDAY **MAY 16**, 2026

Tournament: **MAY / JUNE** (3 WEEKENDS)

- May 29-30-31
- June 5-6-7
- June 12 & 14 (playoff weekend)

Sponsorship

\$1,100

UMPIRE & STAFF UNIFORMS



The staples to each match is The Umpire Crew. Take this opportunity to put your company logo front and centre of every match.

Location on the shirts will be determined by the organizing committee – rest assured, we will ensure your company is well represented with placement and maximum exposure

Sponsorship

TROPHIES & MEDALS

\$1,100

[\$500 - \$1,100]



Aside from the memories created at the tournament, the next most memorable item are the championship trophies and runner-up medals. You can take this opportunity to have your company name on the trophies.

Champion Player Trophies: cost will be \$800 to have your company name on these.

Runner-Up Player Medals: cost will be \$500 to have your company name on these.

Package for Both: total \$1,100.



Sponsorship

IN-KIND SUPPORT

\$1,100



Your support plays a vital role in making APL a success, thank you for being a part of it.

We truly value and appreciate any form of in-kind (non-monetary) support from our community, big or small, every contribution goes a long way in making this event successful.

Whether it's your products, sponsoring a meal, or helping in any other meaningful way, we are grateful for your support.

For contributions valued at **\$1,000 or more**, sponsors will receive:

- Banner placement at the event site (including kitchen/serving areas)
- Business listing on our website (year-round visibility)
- Recognition across our social media platforms

Sponsorship

PAYMENT DETAILS



We are happy to accept contributions through both e-Transfer and cheque, whichever is more convenient for you.

e-Transfer: donations@yds.org

Cheque Payable To: Yogi Divine Society Canada

Memo: APL Sponsor 2026

Once payment is received, an official invoice/receipt will be issued by Yogi Divine Society Canada.



Our dedicated volunteer members and youth program participants would like to take this opportunity to thank you for your interest. We look forward to forming a mutually beneficial partnership with you and your organization.

Your contribution is *sincerely* appreciated.

Thank You

For full details, please visit www.AtmiyaSportsClub.com

