

**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**.

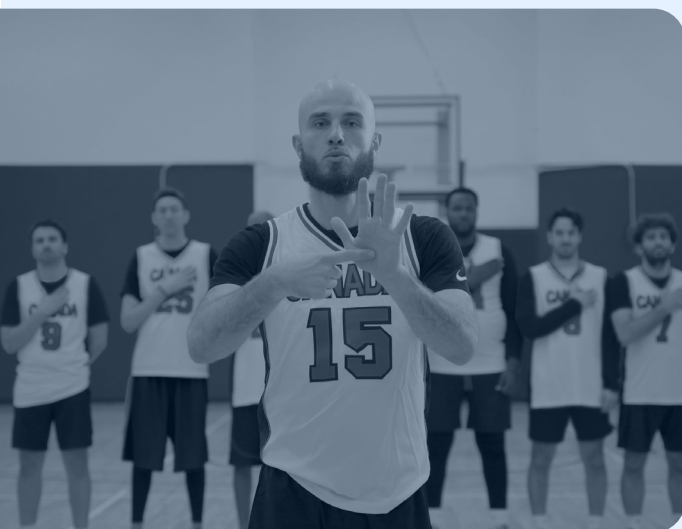


By creating opportunities for practice, training, and competition, **CDSA fosters inclusion and sporting excellence both at home and abroad.**

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  
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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

Shared  
thank-you  
post



## 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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