



2026 / 27 SEASON · SPONSORSHIP PACKAGE

# TURN COMMUNITY SUPPORT INTO CONNECTED CUSTOMERS

A digital savings and community passport connecting local businesses with hundreds of Trailblazers families and visiting teams throughout the season.

## YOUR BUSINESS WILL BE PROMOTED THROUGH

DIGITAL  
PASSPORT

SOCIAL  
SPOTLIGHTS

CLUB  
EMAILS

PRINT  
RECOGNITION

EVENT  
ACTIVATIONS

# 01 THE PURPOSE

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**150+**

athletes supported

**15**

teams

**50km**

the only club in that radius

**26/27**

a full season of visibility

On behalf of the Collingwood Trailblazers Basketball Club, we invite your business to support our 2026/27 season and help us continue providing accessible, high-quality basketball programming for youth in Collingwood and the surrounding communities.

As a non-profit organization, the Trailblazers proudly support over 150 athletes across 15 teams, offering both competitive and recreational opportunities. As the only club of this kind within a 50-kilometre radius, we play an important role in ensuring local youth have a positive, structured and inclusive environment to grow through sport.

## WHERE YOUR SUPPORT GOES

- Safe and reliable gym facilities
- Certified referees and timekeepers
- Quality equipment and first-aid resources
- Subsidized fees, so cost is never the reason a child sits out

Most importantly, your contribution helps foster confidence, teamwork, leadership and a strong sense of belonging for the young people we serve.

The Trailblazers Passport is designed to create meaningful connections between local businesses and our basketball community. Sponsors can showcase their business, share exclusive offers, and gain visibility with families who actively support community-minded businesses.

Whether you are looking to increase awareness, drive new customers, or demonstrate your commitment to youth sport, there is a sponsorship level designed for you. We would be grateful for your support in whatever form suits your business, whether that is a financial contribution, or a donation of goods or services for raffles and fundraising events.

# 02 THE PASSPORT



It is already live.  
Scan the code on the back page.

A digital, mobile-first business passport given to every visiting team, local family and tournament organizer. They scan a QR code at the gym or in their team email, and they are in. No app, no sign-up, nothing to download.

## 1 Accessed by QR code

On gym posters, in team emails and across club social media.

## 2 Organized by category

Food, stay, shop, wellness, family fun and outdoors — built to scan on a phone.

## 3 Tier-ranked listings

The higher your level, the higher and larger you appear.

## 4 Your own redeemable offer

Optional, and shown right on your listing where people are looking.

## 5 Measurable foot traffic

From a high-spend tournament audience visiting town for the weekend.

## WHO WILL SEE YOUR LISTING

### ● Visiting teams and their families

In town for a tournament weekend, actively looking for somewhere to eat, stay and shop.

### ● Tournament organizers

Given the passport as part of the team package before they even arrive in Collingwood.

### ● 150+ Trailblazers athletes and parents

In the gym several times a week, right through the 2026/27 season.

### ● The wider community

Shared through club-wide emails and Trailblazers social media all season long.

# 03 THE PROGRAM

**Scope.** Recognition applies to the 2026/27 basketball season. Every sponsor may include an optional offer, valid between October 2026 and May 2027.

## PREMIER PARTNER

2 AVAILABLE

- Featured profile, 75–100 word biography
- Optional promotional offer
- One shared social media feature
- Logo on the passport promotional poster
- Optional activation at the Year-End Banquet
- Logo or photo, website, address and hours
- Four dedicated social media spotlights
- Personalized spotlight in the club email
- Logo recognition as Year-End Banquet sponsor
- **Maximum visibility and exclusivity**

**\$5,000**

## GOLD PARTNER

4 AVAILABLE

- Featured profile, 50–75 word biography
- Optional promotional offer
- One shared social media feature
- Logo on the passport promotional poster
- Optional activation at the Year-End Banquet
- Logo or photo, website, address and hours
- Two dedicated social media spotlights
- Mention in the club email
- Logo recognition as Year-End Banquet sponsor

**\$2,500**

## SILVER PARTNER

10 AVAILABLE

- Featured profile, 25–50 word biography
- Optional promotional offer
- One shared social media feature
- Business listing with website, address and hours
- One dedicated social media spotlight
- Logo recognition as Year-End Banquet sponsor

**\$1,000**

## COMMUNITY PARTNER

UNLIMITED

- Passport business listing
- Optional promotional offer
- Listed recognition as Year-End Banquet sponsor
- Website and address
- One shared social media feature

**\$500**

## SUPPORTER

UNLIMITED

- Passport business listing
- Optional promotional offer
- Website and address

**\$250**

# 04 LAUNCH OFFER

**20% OFF**  
Community, Silver and Gold levels

To celebrate the launch of the Passport Program we are offering early bird rates on three levels. Lock in the same season-long recognition for less by committing before October 9.

## EARLY BIRD PRICING

|                          |                    |                |
|--------------------------|--------------------|----------------|
| <b>GOLD PARTNER</b>      | <del>\$2,500</del> | <b>\$2,000</b> |
| <b>SILVER PARTNER</b>    | <del>\$1,000</del> | <b>\$800</b>   |
| <b>COMMUNITY PARTNER</b> | <del>\$500</del>   | <b>\$400</b>   |
| <b>PREMIER PARTNER</b>   |                    | <b>\$5,000</b> |
| <b>SUPPORTER</b>         |                    | <b>\$250</b>   |

Premier and Supporter levels are not discounted. Recognition still applies to the full 2026/27 season.

Only 2 Premier and 4 Gold placements exist for the entire season. Once they are taken, they are gone until 2027/28.

# 05 THE POSTER



A printed poster goes up wherever Trailblazers families gather, carrying the same QR code that opens the passport. It is the bridge between the gym and your front door.

## ■ On the gym walls

At home games and tournament weekends, in front of hundreds of families and visiting teams.

## ■ In team packages

Shared with visiting organizers before they travel, so they arrive already knowing where to go.

## ■ At club events

Including the Year-End Banquet, where sponsors are recognized from the front.

**Premier and Gold partners have their logo printed on this poster, alongside the club's. Silver, Community and Supporter levels are listed in the passport itself.**

06

## SEE IT, THEN JOIN IT

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### SEE THE PASSPORT

A sneak peek at the live passport. New businesses are being added as they join.

[trailblazers-passport.pages.dev](https://trailblazers-passport.pages.dev)



### JOIN THE PASSPORT

Complete your sponsorship submission in about five minutes.

[forms.fillout.com/t/tY5TspmL46us](https://forms.fillout.com/t/tY5TspmL46us)

## SUPPORT LOCAL ATHLETES. MEET LOCAL CUSTOMERS.

Questions, or want to talk it through first?

[partnerships.trailblazers@gmail.com](mailto:partnerships.trailblazers@gmail.com)