



**BEAT THE
STREETS**

IMPACTING YOUTH



WRESTLING, WRITING & FIGHTING FOR OUR YOUTH

BTS 10th Anniversary Fundraising Event
Corporate Sponsorship Package





Since 2014, Beat the Streets has empowered over 30,000 low-income children and youth in the GTA through wrestling, combat sports, and skill-building opportunities.

DEAR FRIEND

We invite you and your company to join **Beat the Streets** (BTS) in celebrating a decade of impact at our upcoming BTS 10th Anniversary Fundraiser on May 9, 2024, at **L'Amoreaux Collegiate Institute** in Scarborough.

ABOUT BEAT THE STREETS

We are a positive youth development charity dedicated to advancing the education of low-income children and youth in the Greater Toronto Area through fun and unique wrestling, combat sports, life skills and employment-based programs.

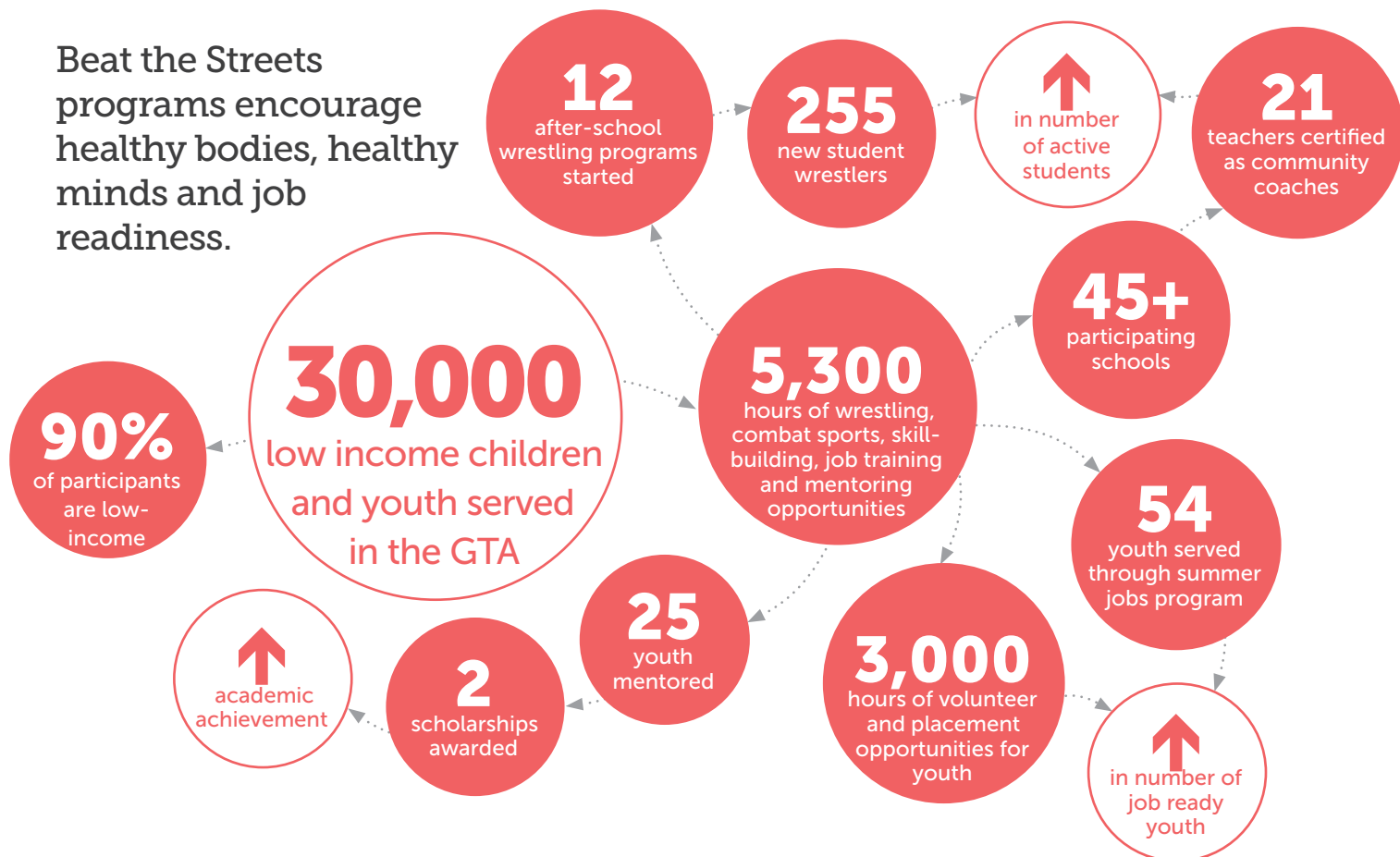
Our vision is a world where every young person, regardless of their socioeconomic status, is empowered to go after their dreams.

HISTORY OF BEAT THE STREETS

Since its inception in 2014, BTS has been on a remarkable journey, driven by a heartfelt commitment to youth development programs. Founded by former York University wrestling coach John Park, BTS was born out of a desire to share the invaluable life lessons learned through wrestling. Recognizing the need to provide tools and support for young individuals facing socio-economic barriers, John set out to help them dream big and reach their full potential.

Inspired by the impressive achievements of BTS New York and BTS Philadelphia, renowned for their impactful wrestling and mentoring programs with a remarkable 99% graduation rate, BTS modelled itself after these organizations.

Beat the Streets programs encourage healthy bodies, healthy minds and job readiness.

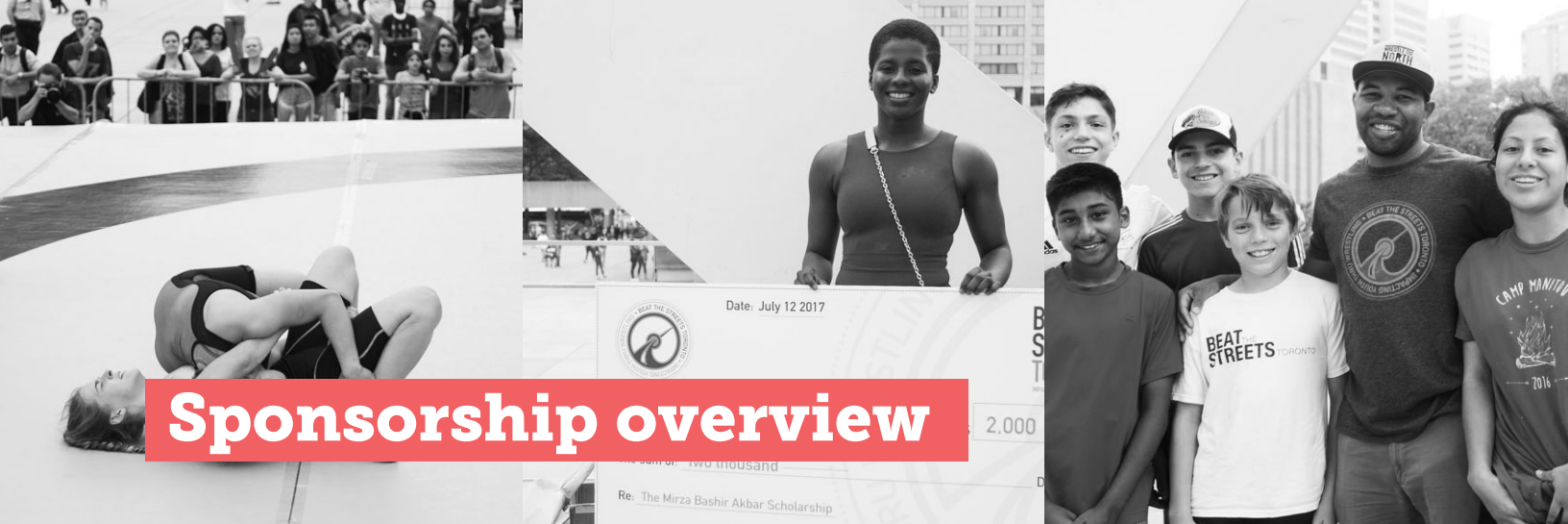


Meet Arely, a young wrestler whose life has been transformed by Beat the Streets. BTS supported her through **wrestling, mentorship and work experience** programs. As a result, she was the **first in her family to attend university**. Arely is now in her third year at York University on a scholarship.

“BTST encouraged my social-emotional skills, pushing me to reach for the stars, instilling self-belief, supporting healthy relationships, and creating a safe and fun environment.”

Arely Torales





Sponsorship overview

EVENT DETAILS

This unique 2-hour fundraising event will unite the community, stakeholders, distinguished guest speakers, participants, and partners to reflect on a decade of achievements and look forward to the next ten years of impactful initiatives. Impacts like starting after-school wrestling programs in Neighbourhood Improvement Areas and becoming a member of **Beat the Streets National (USA)**.

Featured at the event will be extraordinary writers and fighters **John Irving** and **Remi Adeleke**, along with:

- Impact presentations from BTS staff and participants
- Live wrestling matches by BTS wrestlers
- Messages from the sponsors
- Snacks and refreshments

WHY SPONSOR

- **Brand visibility:** Your partnership with Beat the Streets isn't just about visibility; it's about becoming a force for positive change in our community. Through marketing efforts, your brand will be associated with empowering youth to dream big and reach their full potential, regardless of their socioeconomic status.
- **Social impact:** Your support goes beyond financial contributions; it creates a ripple effect of change. You can play a crucial role in fostering active, confident, resilient

youth by supporting free wrestling, combat sports, and skill-building programs across the GTA.

SPONSORSHIP LEVELS

- **Diamond Sponsor:** \$25,000 (1 available)
- **Platinum Sponsor:** \$10,000
- **Gold Sponsor:** \$5,000
- **Silver Sponsor:** \$2,500

Your sponsorship is not just an investment; it's a catalyst for change in the lives of low-income children and youth. Supporting our event empowers us to channel every dollar raised into life-changing programming, such as delivering dynamic and impactful wrestling and resiliency-building programs.

SPONSORSHIP PACKAGE

Please review the sponsorship package for more information on the benefits of becoming a sponsor. Feel free to contact Executive Director, Neal Ewers, at neal@beatthestreets.ca or 416-893-4476 for inquiries or to confirm your sponsorship.

Thank you for considering a partnership with Beat the Streets. We look forward to working together to make the BTS 10th Anniversary Fundraiser a memorable and impactful experience.

DEADLINE FOR SPONSORSHIP

March 1, 2024

Guest speakers

Join us for an inspiring evening with two distinguished speakers whose stories echo the resilience and determination we instill in our youth:



John Irving

Academy Award winning novelist

From Garp racing after speeding cars, to tiny Owen Meany hoisted to dunk basketballs and bombs, author John Irving's countless iconic characters are etched in literary history around the world. As a former wrestler, referee, and coach, he weaves the spirit of wrestling into his award-winning novels. For one special night, John Irving will step away from working on his 16th book to be our guest speaker.



Remi Adeleke

Former Navy Seal, Actor & Author

Sharing the stage with him is Navy SEAL, actor, author, filmmaker and motivational speaker. His best-selling memoir, "Transformed," tells the extraordinary story of his life journey from Western Africa to the Bronx, where he overcame adversity and forged a path of resilience. Remi has featured in films like Ambulance and The Plane, hosts the Down Range podcast and co-hosts Special Forces on Fox.



Sponsorship package

SOCIAL IMPACTS

Sponsoring the Beat the Streets 10th Anniversary Fundraiser enables Beat the Streets to increase access to vital wrestling, combat sports, and skill-building programs by delivering free programs to low-income children and youth, empowering them to not only dream big but providing them with the means to achieve those dreams.

Each sponsorship will have real social impacts and remove barriers for children and youth to participate in fun, dynamic and unique development programs:



Diamond Sponsor **\$25,000**

Your generous support as a Diamond Sponsor will directly fund the delivery of four Wrestle 4 Fun after-school programs, serving 120 low-income children. You'll be instrumental in providing them with valuable skills and mentorship.



Platinum Sponsor **\$10,000**

Your Platinum Sponsorship will support the delivery of two Wrestle 4 Fun after-school programs, serving 60 low-income children, ensuring they have access to positive, enriching activities.



Gold Sponsor **\$5,000**

By becoming a Gold Sponsor, you contribute to the delivery of three Level Up or You Grow Girl programs, serving 60 low-income youth. Your sponsorship helps them build resiliency and confidence.



Silver Sponsor **\$2,500**

By becoming a Silver Sponsor, you will support the delivery of one month of Wrestle 4 Fun, introducing 600 low-income children to the sport of wrestling and encouraging physical literacy.



Diamond
\$25,000*



Platinum
\$10,000



Gold
\$5,000



Silver
\$2,500

Sponsorship levels

Promotional benefits before and during the event

	Diamond	Platinum	Gold	Silver
Logo placement (website, event page, registration page, event program, signage in room, videos, flyers and social media posts)	Prime logo placement	Prime logo placement	Prominent logo placement	Logo placement
Company name in all social media tags up to and including events (approximately 8-12 posts/month)	✓	✓	✓	✓
On-stage recognition during the event	✓	✓	✓	
Inclusion in BTS event video.	✓	✓		
3-5 minutes of speaking time during the event.	✓			

Promotional benefits after the event

	Diamond	Platinum	Gold	Silver
Logo on BTS home page and partners page	12 months	12 months	6 months	4 months
Logo and company name in blog posts over 12 months	10 blog posts	6 blog posts	4 blog posts	2 blog posts
Logo and company name in Instagram , Facebook and Twitter social media posts over 12 months	12 posts	8 posts	6 posts	4 posts
Company name tagged in all social media posts	12 months	12 months	6 months	4 months
Logo and company name included in all promotional materials (e.g. newsletters , impact reports, videos)	12 months	12 months	6 months	4 months

Sponsorship benefits

	Diamond	Platinum	Gold	Silver
Complimentary tickets to event	10	10	5	2
BTS "swag bag" (Branded athletic apparel, hat, towel, drawstring bag, water bottle)	10	10	5	2
Autographed materials from guest speakers John Irving & Reme Adeleke	Books and pictures	Books and pictures	Pictures	
10 minute meet and greet with guest speakers John Irving & Reme Adeleke during event	✓	✓		

* Only 1 available



Fundraiser goals

TARGET: \$100,000

We aim to raise \$100,000 to unlock development opportunities for at least 3,560 low-income children and youth in our community for the 2024/2025 school year.

HOW THE FUNDS WILL BE SPENT

- 6 Wrestle 4 Fun after-school programs (6-month programs for 180 low-income children): \$45,850
- 12 Level Up & You Grow Girl (8-hour programs for 180 students): \$25,350
- 16 weeks of Wrestle 4 Fun program (5-hour programs for 3,200 students): \$28,800

RESULTS

Your sponsorship isn't just about money; it's about making things happen.

- The **Wrestle 4 Fun** educational program led to 12 new after-school wrestling

programs, serving 255 new student wrestlers.

- In **Level Up & You Grow Girl** programs, participants reported improvements in confidence, discipline, goal-setting, and physical activity.
- Notably, our **Wrestle 4 Fun** after-school initiative has been pivotal for at-risk youth, contributing to improved academic achievements and higher graduation rates.

Your support is all about creating concrete, positive shifts in the lives of those we serve.

FINANCIAL OVERVIEW

Total income*	\$133,000
Total expenses*	\$32,620
Total profit*	\$100,380

*estimated



Get involved

SIGN UP AS A SPONSOR

If you would like to become a sponsor, please fill in the following form and a BTS representative will contact you shortly.

[Sponsorship form](#)

DONATE TO BEAT THE STREETS

To donate to BTS without becoming a sponsor, please use the following link:

[Donate](#)

MAKE AN IN-KIND DONATION

To make an in-kind donation towards the fundraiser or BTS programs, contact Neal Ewers at neal@beatthestreets.ca.

PURCHASE TICKETS

To purchase tickets to the 10th Anniversary Fundraiser please visit the event page here:

[Buy tickets](#)

SIGN UP TO NEWSLETTER

To stay up to date with all the latest event news and BTS success stories, sign up to the BTS newsletter:

[Sign up to newsletter](#)

MORE INFORMATION

If you would like more information on this sponsorship package, or have any questions, please contact Executive Director, neal@beatthestreets.ca.

BEATTHE STREETS

IMPACTING YOUTH

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Beat the Streets is a registered
Canadian charity:
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