



SPONSORSHIP PACKAGE



MEET THE CHAOS

Do you know dodgeball? You might have played it in gym class or at recess, but do you know the highly competitive, internationally recognized sport played around the world in over 80 countries?

Let us introduce you to the sport of dodgeball. You know the game, now meet the sport!

PLAYING THE GAME

The game is simple. To play, you need up to six balls, two teams and a defined space. That's what makes it so appealing and why the sport is attracting more and more players every year. It's simple to organize, inexpensive to maintain and easy to grasp. ***Anyone can play dodgeball.***





The sport has also been adapted to include athletes with a disability, with rulesets for wheelchair dodgeball and accommodations for players with other physical and cognitive challenges. Most of all, kids and adults everywhere are discovering the rush and excitement of the game—as players and spectators.

Curious about the rules? [Visit our website](#) for a comprehensive breakdown of how the game is played.

THE NUMBERS

Dodgeball is exploding around the world as a highly-competitive, highly-strategic sport that has a passionate international following. In a recent survey of dodgeball players around the world, we found:

- **44%** play dodgeball three or more times per week
- **54%** are between the ages of **25** and **34**
- **67%** are willing to travel to play in organized events
- **33%** are female
- **78%** are either college or grad school educated

WORLD CHAMPIONSHIPS

Luckily for sports fans, the global dodgeball revolution has given birth to global competitions where elite-level athletes compete for ultimate glory. Since 2012, competitors from countries around the world have come together to compete in the Dodgeball World Championships.

- 2012 Kuala Lumpur, Malaysia
- 2013 Queenston, New Zealand
- 2014 Hong Kong
- 2015 Las Vegas, United States
- 2016 Melbourne, Australia
- 2017 Toronto, Canada
- 2018 Los Angeles, United States
- 2019 Cancun, Mexico
- 2020 Glasgow, United Kingdom (Ppd)
- 2022 Edmonton, Canada

WORLD DODGEBALL FEDERATION

The World Dodgeball Federation (WDBF) was established in 2011 as the governing body for the sport of dodgeball internationally.

The main objective of the federation is to develop dodgeball by promoting the sport globally with the principles of unifying educational, cultural and humanitarian values.



**WORLD
DODGEBALL
FEDERATION**

**Headquartered in Edmonton, Canada, the WDBF is
a grass-roots organization driven by our core values:**

INCLUSION

Equal treatment and elimination
of discrimination in all its forms.

ACCESSIBILITY

Providing accessibility of Dodgeball
to the widest possible audience.

INTEGRITY

Open, honest, ethical and genuine
communication at all levels.

INGENUITY

To see things differently and build our
own paths within the world of sport.

**SINCE 2016, THE WDBF
HAS GROWN FROM
EIGHT NATIONAL
FEDERATIONS AROUND
THE GLOBE TO 79
—THAT'S 760%
GROWTH IN FIVE YEARS.**



The WDBF aims to continue growing the sport, bringing new players and audiences to the court and is thrilled to welcome the World Dodgeball Championships to Edmonton in 2022!

**IT HAPPENS
THIS SUMMER...**

SUMMER OF DODGEBALL

2022 is the year of dodgeball in Canada culminating with the World Dodgeball Championships in August. The WDBF is also hosting the Canadian Nationals in June, also taking place in Edmonton—an exciting precursor to the worlds with over 400 athletes coming to Edmonton from across Canada!





After two years of postponements to most major events, Edmonton is getting set to host the Summer of Dodgeball, with community engagements in all parts of Alberta throughout 2022!

WHAT YOU NEED TO KNOW ABOUT THE SUMMER OF DODGEBALL

What: DC National Championships

When: June 16 - 19, 2022

Where: Saville Sports Centre,
University of Alberta Campus

Provinces participating: 10

Teams participating: 50

Coaches and players participating: 400

What: WDBF World Championships

When: Aug 28 to Sept 4, 2022

Where: Saville Sports Centre,
University of Alberta Campus

Nations participating: 30+

Teams participating: 60

Coaches and players participating: 500

PAST CHAMPIONSHIPS

There is no shortage of excitement and buzz when the World Championships are in town. There are typically about 200 games played throughout the tournament.





Previous championships events have seen:

- **33,000,000+** media impressions
- **20,000** social engagements
- **90+** media articles in newsprint, web, radio and television

See for yourself! Check out our [most viewed YouTube video](#) (with over 41 million views) of the 2014 Men's Final: Canada vs. USA.

Canada takes on the world at home in 2022 and looks to gain ground in the world rankings.

| Canada's Medal Count since 2012 | |
|--|----------|
| Gold Medals | 5 |
| Silver Medals | 3 |
| Bronze Medals | 3 |

WOMEN'S RANKING

| Rank | Nation |
|-------------|---------------|
| 1 | United States |
| 2 | Malaysia |
| 3 | Australia |
| 4 | Canada |
| 5 | Hong Kong |

MEN'S RANKING

| Rank | Nation |
|-------------|---------------|
| 1 | United States |
| 2 | Malaysia |
| 3 | Canada |
| 4 | Australia |
| 5 | Mexico |

**...AND
YOU ARE
INVITED!**

You Know the Game

Now Meet the Sport!

The speed, athleticism and sheer rush of the game is attracting new audiences, which presents you with an affordable opportunity to align your brand with a unique and exciting international sporting event.



AUDIENCE PROFILE

As a sponsor of the 2022 championships, your organization will gain visibility with our audience and have potential opportunities for direct in-event interactions and activations, as well as exposure through event promotions and social media channels.



As far as international sporting events go, the World Dodgeball Championships presents opportunities to grow your profile in new and exciting ways.

- **Edmonton and area community**
- **Affordable tickets will attract groups, youth sport teams and young families**
- **On average, medal games have seen 1,500 spectators in attendance**

SPONSORSHIP OPPORTUNITIES

Our goal is to build mutually beneficial relationships with our partners. As such, all sponsors for the 2022 World Championships will receive consistent promotion of their organization through the website and social media channels of both Dodgeball Canada and the World Dodgeball Federation.

Sponsors will be profiled in the official program of the World Championships, and will be given interactive space in the facility during the industry exposition portion of the week.

Other opportunities for all sponsors include items for inclusion in delegation welcome kits and a number of tickets to the World Championships Gold Medal games.

TITLE SPONSOR (one only) - \$50,000

The Title Sponsor is the primary partner of both Dodgeball Canada and the World Dodgeball Federation throughout the Summer of Dodgeball.

The Title Sponsor will benefit from featured status on broadcasting platforms and will be in constant view of live and broadcast audience through court signage, banners and digital placements within online streaming.

The organization will also receive Partner status for the Industry Workshop and Vendor Exposition events during the World Championship week, including vendor booth and seminar space at no added cost.

At the event, the Title Sponsor will receive 6 VIP seating passes for all gold and bronze medal games across all divisions for both Nationals and Worlds.

All items offered in the Gold, Silver and Bronze packages are included in Title Sponsorship.



GOLD PARTNER - \$25,000 (2 available)

Our Gold Partners help to support the event through contributions critical to the operations of a World Class event.

Gold Partners have the opportunity to be the primary sponsor of premier community engagement events such as the Celebrity Dodgeball Game and other large events in the months leading up to Events.

Gold Partners also have the choice of supporting Officials or Volunteers for the duration of both the National and World Championships, and have their logo on uniforms.

Other benefits include:

- ❑ Advertising placements through all media channels, and streaming
- ❑ Vendor booth / interactive space during the week
- ❑ VIP Seating and 4 tickets for all medals games during the championship weekend for Nationals and Worlds



SILVER PARTNER - \$10,000

Our Silver Partners provide the support required to help us engage the community so that the benefits are felt long after the event has passed..

Silver Partners have the opportunity to sponsor youth events and exhibitions taking place at the beginning of the World Championships. They can also be the named sponsor for Athlete Experience events such as the Welcome Event and various Edmonton excursions through the week.

Other benefits include:

- ❑ Advertising placements through all media channels, and streaming
- ❑ Vendor booth / interactive space during the week
- ❑ VIP Seating and 2 tickets for all medals games during the championship weekend for Nationals and Worlds



BRONZE PARTNER - \$1,000 to 5,000

Bronze Partners are 'Friends of Dodgeball' who join us in celebrating a return to sport and help us in welcoming the world to Edmonton!

In addition to the benefits given to all of our sponsors through promotion and access to athletes and attendees, Bronze Partners receive the following:

- ❑ Recognition in the form of signage and sponsor thanks at at least one community engagement event
- ❑ Vendor booth / interactive space during the week
- ❑ Sponsored in-event segment, giveaway or contest during breaks in the game



PARTNERSHIP LEVELS

FOUNDATION PARTNER



The Foundation Partner is a unique opportunity to support the growth and development of the sport beyond events for 2022. The World Dodgeball Federation engages in a number of global initiatives to bring wellness and community health to countries with considerable social and economic barriers. These include scholarship, coaching and refugee programs. The Foundation Partner invests in these initiatives and walks side-by-side with the WDBF as it grows in commercial capacity, and strives toward the highest levels of international competition.

**CONTACT US TO FIND OUT HOW YOU CAN
BECOME A PART OF THE EXCITEMENT.**

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**WORLD
DODGEBALL
FEDERATION**

D  **dgeball**[®]
Canada