

# FATHERS SPECIAL INVITATIONAL 5 A SIDE SOCCERAMA

★ A SPECIAL FOOTBALL EVENT ★



  
**Heart & Stroke**  
Foundation  
of Barbados Inc.



## SPONSORSHIP PROPOSAL

★ [WWW.HSFBSOCCERAMA.COM](http://WWW.HSFBSOCCERAMA.COM) ★



## THE FINAL SCORE



# UNDER 55 MENS LIFE OR DEATH LEAGUE

HEART ATTACK  
SURVIVORS

1 v 3

HEART ATTACK  
DEATHS

**MORE MEN UNDER THE AGE OF 55 SUFFER WITH HEART ATTACKS THAN WOMEN  
WITH ONLY A 25% SURVIVAL RATE**

[SOURCE BVA 2013]

  
**Heart & Stroke**  
Foundation  
of Barbados Inc.

**CONTENTS**

**EXECUTIVE SUMMARY ..... 4**

**THE ORGANISERS ..... 4**

- **HEART & STROKE FOUNDATION (HSFB) ..... 4**
- **MAVERICKS SPORTS CLUB INC. .... 5**

**BACKGROUND ..... 6**

**OBJECTIVES ..... 6**

**EVENT DETAILS ..... 7**

**TARGET AUDIENCES ..... 7**

**MEDIA ..... 8**

**BENEFITS TO YOU AS A SPONSOR ..... 8**

**SPONSORSHIP PACKAGES ..... 9**

- **GOLD Sponsor - \$10,000 ..... 9**
- **SILVER Sponsor - \$5,000 ..... 9**
- **BRONZE Sponsor - \$2,500 ..... 10**
- **PARTNER Branded Corporate/Community - \$1000 ..... 10**
- **PARTNER Booth Space - \$500 ..... 10**
- **CORPORATE SPONSORED TEAMS ..... 11**
- **DIFFERENTLY ABLED FIFA 15 SOCCERAMA TENT ..... 11**

**SPONSORSHIP FORM ..... 12**

**CONTACT INFORMATION ..... 13**



## EXECUTIVE SUMMARY

On Saturday June 13<sup>th</sup> the inaugural Fathers Special Invitational Soccerama will take place, which also serves to be a different kind of event on the Barbadian landscape. The Soccerama Invitational is positioned to become the prime family fun event which celebrates fatherhood. Father's day 2015 takes place on Sunday June 21<sup>st</sup>.

This event is designed as a major fundraiser to assist with equipment costs and services which indicate early symptoms of heart attack or stroke.

**The Soccerama is set as a five-a-side competition with 32 registered teams and 8 differently abled FIFA 15 teams.** Five-a-side teams are comprised of eight persons (five on the field and three rolling subs). At least **one father and son or daughter**, have to be registered with each team to participate. This event will take place at the Usain Bolt Stadium at the University of the West Indies at Cave Hill.



## THE ORGANISERS

### HEART & STROKE FOUNDATION (HSFB)

The Heart & Stroke Foundation of Barbados celebrates its 30<sup>th</sup> Anniversary in 2015. As part of this signal year, the Foundation has liaised with pertinent stake holders and more specifically members of the community and community service organizations in order to effect healthy lifestyle change.

The Foundation also provides rehabilitative services to persons who may have undergone the incidence of heart disease. Further to this, there are preventative programs which also need further support based on the ever increasing demand.

There are marquee programs in which specific individuals as well as larger entities can have the benefit of the services of The Heart & Stroke Foundation. Just a few of these services include the Employee Risk Assessment, Rehabilitation programs for any incidences which may arise, CPR & Basic Life Support Training and Gym facilities. The Heart & Stroke Foundation has its international accreditation, with the American Heart Association and is the only body in this region with such accreditation.



## **MAVERICKS SPORTS CLUB INC.**

Incorporated in 2012, Mavericks Sports Club Inc (MSCI) is a registered non-profit organization, its objectives being to provide guidance, empowerment and basic education to youth, via a blend of sport and personal development. This rapidly growing club currently maintains approximately 250 registered members (male and female) and 32 volunteers.

Each participant is privy to tuition, coaching, lectures, interactive group sessions, coordinated tours (both local and overseas), mentoring and community work, as they benefit from the expertise of a cadre of selected professionals, who willingly volunteer their time by investing their efforts, alongside our youth in the following areas:-

- Social Etiquette
- Morals
- Ethics
- Teamwork
- Diet

### **Community Relations**

The entity has established an affiliate organization in the United Kingdom, specifically in the London borough of Islington and also maintains associate relationships in North America.

As a part of the personal development aspect, MSCI executed a Memorandum of Understanding with the Heart & Stroke Foundation of Barbados Inc., a partnership which will raise island-wide awareness of the impact of debilitating illnesses, as well as the promotion of a healthy lifestyle, via an array of exciting, inventive initiatives.



## BACKGROUND

The Heart & Stroke Foundation along with the Mavericks Sports Club, having signed a memorandum of understanding recognize that Father's Day has had a significant lack of recognition. Very few activities today highlight the importance of the father figure in the family setting. As such, the impetus to drive the increase awareness of this significant relationship has led to a double pronged approach.

**The first prong:** To highlight the bond of Father to Child

**The second prong:** The second prong: To bring to the forefront that **more men under the age of 55 suffer with Heart Attacks than women, with only a 25% survival rate.**

It is the vision of the foundation to start a change among the youth, as part of their personal development and a healthier lifestyle. As such we are committed to this venture since it impacts all of us in the medium and long term. This event is set to attract just around 5,000 patrons including vendors, media, participating teams, community clubs and groups, all within an around the Usain Bolt Stadium at The University of The West Indies.

## OBJECTIVES

- To encourage a healthy lifestyle which also includes preventative measures
- To continue our social responsibility in tackling Heart Disease the #1 Chronic Non-communicable Disease
- To provide a medium to reach a larger niche community



## EVENT DETAILS

- Date:** Saturday, 13<sup>th</sup> June 2015
- Time:** Gates & Stalls open 9:00am, 1<sup>st</sup> Game Kicks-off at 10:00am  
Final game 5:00pm. Celebrity & Special Challenge matches will take place at lunchtime.
- Registration:** *Ad hoc* teams – Friends/ Informal group \$100.00 includes membership\*  
Corporate Branded Team - \$1000 includes membership\*
- To Register:** Visit Heart & Stroke Foundation or Call 437 3312 Extn# 3
- Event Website:** [www.hsfsoccerama.com](http://www.hsfsoccerama.com)

## TARGET AUDIENCES

Our primary group includes the staff and volunteers of the Heart & Stroke Foundation which surpasses the 400 marker and this will also be extended to their families and friends. These persons will be part of our overall marketing effort. The target audiences can be identified as the following:

- Board of Directors, Staff & Clients of The Heart & Stroke Foundation
- Volunteers of the Heart & Stroke Foundation & Family
- Mavericks Sports Club & Their Directors, Coaches & Volunteers
- Partners of the Heart & Stroke Foundation
- Barbados Association of Retired Persons (excess of 40,000 persons) & their families
- United Youth Leaders of Barbados
- The Barbados Council for the Disabled
- Barbados Football Association and associated football clubs
- University of the West Indies at Cave Hill - Staff
- Mens Educational & Support Association (MESA)
- National Organisation of Women (NOW)
- Other Local Sporting Clubs and Organisations
- Military & Para-military Organisations
- Corporate Entities – Businesses, Churches, Youth Groups



## MEDIA

Based on the target audience, the Heart & Stroke and Mavericks will embark on a media plan which generates significant interest and awareness. During our market research, and our sample feedback sessions, persons are already keen and excited to be affiliated with this upcoming event.

- Radio
- Social and Digital Media
- Website
- Incorporation in the Weekly Newsletter of the Heart & Stroke Foundation
- Incorporation in the Newsletters of the Partners of the Foundation
- Email Marketing
- Tele-Sales & Marketing via our Volunteers

## BENEFITS TO YOU AS A SPONSOR

This event is being held at the newest sporting complex in Barbados, at the Usain Bolt Stadium, University of the West Indies at Cave Hill. We take this opportunity to present you with this fantastic opportunity. As a sponsor of this Fathers Special Invitational Soccerama, your company will gain the following benefits:

- To be in front of an estimated **5000 persons** at one event
- **Sales** opportunity for your company, therefore impacting your bottom line
- **Organic Media Affiliation**, as the event is set to be streamed live
- **CEO** of the company - entitled to a session with Stress Management Consultant Doctor





## SPONSORSHIP PACKAGES

### **GOLD Sponsor - \$10,000 includes HSFb membership\***

As a Gold Sponsor, your company achieves excellent visibility, including your company's logo on all promotional materials and as follows:

- ✓ Advertising – via Radio, Facebook, Printed Posters, Email blast (Public)
- ✓ Advertising – to the Private Subscription Group of the Heart & Stroke Foundation
- ✓ Advertising – during the event via the Live Stream
- ✓ One Branded Team - Representing your company in the competition
- ✓ 1 x 60 min Block of primetime during the day exclusively sponsored
- ✓ Passes for 50 persons – Designated Seating
- ✓ VIP Passes for 2 company representatives in the Hospitality Box
- ✓ Invitation for 2 company representatives for The Concierge Fitness Launch
- ✓ Invitation to the Black Tie Affair & Ceremony – October 2015
- ✓ Space to place 2 (10 x 10) tents and associated set-up for product sales
- ✓ Invitation & Display of Corporate Banner during the press launch

### **SILVER Sponsor - \$5,000 includes HSFb membership\***

As a Silver Sponsor, you will achieve great visibility which also includes your company's logo on the promotional materials and as follows:

- ✓ Advertising – via Radio, Facebook, Printed Posters, Email blast (Public)
- ✓ Advertising – to the Private Subscription Group of the Heart & Stroke Foundation
- ✓ Advertising – during the event via the Live Stream
- ✓ One Branded Team - Representing your company in the competition
- ✓ 1 x 30 min Block of time during the day exclusively sponsored
- ✓ Passes for 25 persons – Designated Seating
- ✓ VIP Passes for 2 company representative in the Hospitality Box
- ✓ Invitation for 2 company representatives for The Concierge Fitness Launch
- ✓ Invitation to the Black Tie Affair & Ceremony – October 2015
- ✓ Space to place 1 (10 x 10) tent and associated set-up for product sales
- ✓ Invitation & Display of Corporate Banner during the press launch



### **BRONZE Sponsor - \$2,500 includes HSFb membership\***

As a Bronze Sponsor, you will achieve great visibility which also includes your company's logo on the promotional materials and as follows:

- ✓ Advertising – via Radio, Facebook, Printed Posters, Email blast (Public)
- ✓ Advertising – to the Private Subscription Group of the Heart & Stroke Foundation
- ✓ Advertising – during the event via the Live Stream
- ✓ One Branded Team - Representing your company in the competition
- ✓ 1 x 15 min Block of time during the day exclusively sponsored
- ✓ Passes for 10 persons – Designated Seating
- ✓ VIP Pass for 1 company representative in the Hospitality Box
- ✓ Invitation for 1 company representative for The Concierge Fitness Launch
- ✓ Invitation to the Black Tie Affair & Ceremony – October 2015
- ✓ Space to place 1 (8 x 8) tent and associated set-up for product sales
- ✓ Invitation & Display of Corporate Banner during the press launch

### **PARTNER Branded Corporate/Community - \$1000 includes HSFb membership\***

As a Partner, you will achieve visibility which also includes your company's logo on the promotional materials and as follows:

- ✓ Advertising – via Radio, Facebook, Printed Posters, Email blast (Public)
- ✓ Advertising – to the Private Subscription Group of the Heart & Stroke Foundation
- ✓ Advertising – during the event via the Live Stream
- ✓ Passes for 2 persons – Designated Seating
- ✓ Designated space to place table and associated set-up for product sales
- ✓ Invitation & Display of Banner during the press launch

### **PARTNER Booth Space - \$500 includes HSFb membership\***

As a Partner, you will achieve visibility which also includes your company's logo on the promotional materials and as follows:

- ✓ Advertising – via Radio, Facebook, Printed Posters, Email blast (Public)
- ✓ Advertising – during the event via the Live Stream
- ✓ Designated space to place tent/table and associated set-up for product sales

## DIFFERENTLY ABLED FIFA 15 SOCCERAMA TENT

In pursuit of inclusivity the Heart & Stroke Foundation of Barbados and the Mavericks Sports Club are proud to offer corporate Barbados the opportunity to sponsor the following:

**1. The (your Business Name) differently abled Playstation FIFA 15 Soccerama Tournament - \$5000 includes HSFb membership\***

The FIFA 15 tournament will afford up to 16 men or women who are wheelchair bound to be included in the whole Soccerama by playing football on a Playstation. The entrants will receive team packs and refreshments.

The Representative of the sponsoring company will present the medals to the winners. The sponsoring company also has the option to provide their corporate 20x20 tent and have the players wear their banded t-shirt. **Additional Corporate benefits as per Silver sponsor**



**2. The (your Business Name) differently abled feature soccer team (note only two available) - \$1000 each includes HSFb membership\***

You will be sponsoring two teams from the differently abled community including the Albert Cecil Development Centre to play in a featured match against each other. All participants will receive a medal of participation and your corporate representative will present these at the end of the game.

## CORPORATE SPONSORED TEAMS

Each team registered under the above mentioned corporate sponsorship will receive the following:

- ✓ Corporate teams are branded in the respective company outfit
- ✓ Pre-Game Screening:
  - LDL | HDL | Triglycerides | Percentage Fat Analysis Blood Pressure Analysis | Body Mass Index | Vision Screening
- ✓ One Session with a Personal Trainer
- ✓ Pre-Game Check-up
- ✓ Post Game Check-up

*\* Membership details - Ad hoc teams – Friends/ Informal group 1 week temporary membership; Gold Sponsor – up to 60 persons including the players; Silver Sponsor – up to 35 persons including the players; Bronze Sponsor – up to 20 persons including the players; Partner Branded Corporate/Community – up to 10 persons including players; Partner Booth Space - up to 5 persons including players; Differently abled Playstation FIFA 15 Soccerama Tournament 35 including 16 players; Differently abled feature soccer team 10 including 8 players.*

## SPONSORSHIP FORM

Yes, we would like to become an official sponsor of the Fathers Special Invitational Soccerama, being held at the Usain Bolt Stadium, University of the West Indies at Cave Hill. All packages include HSFBS membership<sup>(1)</sup>.

- Gold Sponsor**
- Silver Sponsor**
- Bronze Sponsor**
- Partner Branded Corporate/Community \$1000**
- Partner Booth Space \$500**
- Differently Abled FIFA 15 Soccerama Tournament**
- Differently Abled FIFA 15 Feature Soccer Teams**

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Company Contact:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**Email:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

### Enclosed<sup>(2)</sup>

- Cheque**
- Cash**
- Request for Invoice**
- TIN number.....**



<sup>(2)</sup>All remittances are tax deductible

<sup>(1)</sup> Membership details - Ad hoc teams – Friends/ Informal group 1 week; Gold Sponsor – up to 60 persons including the players; Silver Sponsor – up to 35 persons including the players; Bronze Sponsor – up to 20 persons including the players; Partner Branded Corporate/Community – up to 10 persons including players; Partner Booth Space - up to 5 persons including players; Differently abled Playstation FIFA 15 Soccerama Tournament 35 including 16 players; Differently abled feature soccer team 10 including 8 players.

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# FATHERS SPECIAL INVITATIONAL 5 A SIDE SOCCERAMA




★ AT THE USAIN BOLT STADIUM UWI CAMPUS ★

  
**Heart & Stroke**  
Foundation  
of Barbados Inc.



SATURDAY  
**13**  
JUNE 2015

**CORPORATE REGISTRATION BEGINS MONDAY MAY 4TH**  
**TEAM REGISTRATION: INCLUDES HSFb MEMBERSHIP & TEAM FITNESS PACK**  
EACH SQUAD OF 8 PLAYERS (5 ON FIELD PLAYERS WITH 3 ROLLING SUBS) MUST CONSIST OF 4 ADULTS (AGED 19YRS AND OVER) & 4 JUNIORS (AGED 11-18YRS) AT LEAST ONE OF THE ADULT PLAYERS MUST BE A FATHER  
**DIFFERENTLY ABLED FIFA15 SOCCERAMA TOURNAMENT TENT AND FEATURE GAME** | **GATES AND STALLS OPEN 9AM**

 [FACEBOOK/BARBADOSHEARTANDSTROKE](https://www.facebook.com/BarbadosHeartandStroke)  [TWITTER/HSFBarbados](https://twitter.com/HSFBarbados)  [PROJECTS@HSFBarbados.org](mailto:PROJECTS@HSFBarbados.org)

**CALL 4373312**

★ [WWW.HSFBSOCCERAMA.COM](http://www.hsfbsoccerama.com) ★