

International Ice Breaker Challenge

Open Martial Art Tournament

Advertising & Promotional Opportunities

International Ice Breaker Challenge organizers are striving to providing a premier showcase of Martial Art talent in Michigan and Canada by developing a unique tournament atmosphere which focuses on Martial Arts excellence and comraderies instead of competition. This will be an annual event for martial artist and instructors of sport or traditional martial arts to meet and create lasting friendships.

On **May 14, 2016** Black Dragon Martial Arts Club is hosting the **2nd Annual International Ice Breaker Open Martial Art Challenge** at the **Chi Mukwa (Big Bear) Recreation Center in Sault Ste Marie**

Michigan. This **Rated A NMAC** Martial Arts tournament represents an excellent opportunity to highlight your businesses in front of a great market.

The International Ice Breaker Challenge will attract martial artists, school representatives and spectators from Michigan and Canada. As a sponsor, advertiser or exhibitor at this event, you will meet with customers interested in sports, physical fitness and family activities. Competitors and spectators spend the weekend in the area and will be looking for competition equipment, housing accommodations, keepsakes, dining and entertainment.

Event Venue and Housing



The 2016 International Ice Breaker Challenge will be held at the Chi Mukwa (Big Bear) Recreation Center



and Ice Arena in Sault Ste Marie, Michigan. Competition will take place in the main gym which as rubberized floors. Second floor viewing, warm-up and practice areas

will be available. The property has a fitness center, concession stand and locker rooms.

The arena is conveniently located a short driving distance from the Kewadin Casino Hotel and Convention Center which offers Deluxe suites indoor pool spa sauna steam rooms and fitness center. They have an on site award winning restaurant, a deli, a great gift shop and more.



Sponsorship Opportunities

Sponsorship provides a unique opportunity for companies to gain exposure to an audience of pre-qualified consumers without having to staff an exhibitor table. It also allows for exclusively branding specific aspects of the Event itself. Event attendees recognize that sponsoring companies and individuals are going that extra mile to support the Martial Arts Community.

Part of the proceeds from the tournament will be put toward the establishment of a college scholarship program to encourage academic achievement and motivate individuals to become serious students of traditional martial arts. The scholarships would be open to students who plan to enroll full-time as an undergraduate at an accredited Michigan, USA four-year college or university and meet the minimum eligibility requirements.

Gold Level \$150	Silver Level \$100	Bronze Level \$50
<p style="text-align: center;"><i>Event Ring Sponsorship</i> <i>(6 sponsorship's available)</i></p> <ul style="list-style-type: none"> Company name / banner display at a ring table Company acknowledgements during event Business card ad on event flier 	<p style="text-align: center;"><i>Board Breaking Event/ Breaking Awards.</i> <i>(3 sponsorship's available)</i></p> <ul style="list-style-type: none"> Company acknowledgements at beginning and end of event Company name on breaking trophies and registration table 	<p style="text-align: center;"><i>Venue Sponsor</i> <i>(14 sponsorship's available)</i></p> <ul style="list-style-type: none"> Name listed on event Flier and on entrance door of event. Company acknowledgement at beginning and end of event
<p style="text-align: center; background-color: #e6f2ff;">Competitor Sponsor \$35</p> <p style="text-align: center;"><i>Sponsor Black Dragon Competitors</i> <i>(50+ sponsorship's available)</i></p> <ul style="list-style-type: none"> Name listed on BDMA school website for 1 year Framed picture of sponsored competitor to display in store 	<p>All four levels of sponsorships include:</p> <ol style="list-style-type: none"> 1. Logo display on our tournament information & sign-up webpage 2. Sponsorship banners (if provided) at the tournament (placement by level) 3. Scrolling ad on the BDMA school website for 1 year 4. Logo display on registration forms and mailers 5. Display of submitted brochures, cards, coupons, or other material at tournament entrance 	



All sponsorships must be finalized by March 31, 2016.

- Send company provided banner and other material to the Tournament Organizer: Tina Fuller, 7 Kincheloe Dr., Kincheloe MI 49788 no later than April 30, 2016

- send company name and JPEG logo/artwork and other specifications to: Tina M Fuller, cell phone 906-360-9055, E-mail: Blackdragontkd@hotmail.com
- (banners may be reused each year)

Sponsor's Name	Sponsorship Type / \$ Amount	Payment Type (Check made out to Black Dragon Martial Arts)
Sponsor's Signature	Date	Email Address

A copy of this form will be returned to you for as proof of expenditure for advertising for end of year tax purposes.

Diamond Level Sponsor Opportunities



Your Logo Here

1



5



3



4



2



Promotional Branding Opportunities

As attendees go through the event activities, there are numerous opportunities to promote your company, keeping your name in front of the attendees. Whether branding trophies or water bottles, you can find the perfect fit for your company. Check the opportunities listed below or make a proposal for something new that will perfectly fit your business. Be creative...Sell Floral supplies? Brand the decorations, etc.

Attendees will come away remembering and appreciating your company. Many of these branding opportunities are exclusive and available on a first-come, first-served basis, because only one is available. Make your choice soon, so you can take advantage of the opportunity that fits you best.

All branding participants will be given recognition in the Event Program Book and on the website.. <http://blackdragonmartialartsclub.com/>

Event Awards

The tournament awards earned by the participants will be with them throughout the whole event and on display in their homes for years afterward!!

Our 300+ beautiful event medals and 16 Grand Champion Sword Sets with your business name on each will be the highlight of the Award Table.

Additionally, your company will receive all of the Sponsorship benefits and acknowledgements!

\$250 each
placing 1st,
2nd, 3rd or
Sword Sets



Exclusive Per Placing

Event Water Bottles



Put your logo on a free gift to the participants that will be with them throughout the whole event and future events too!! Your logo branded on re-useable sport style water bottle given to all competitors and staff. Additionally, your company will receive all of the Sponsorship benefits and acknowledgements!

\$200 Exclusive

Event Hospitality Table



An exclusive advertisement opportunity to promote your menu items. The event judges and score keepers will have exclusive access to the hospitality table.

Display your business logo, hand out advertisements, special offers and other business advertisements to the event participants. Additionally, your company will receive all of the Sponsorship benefits and acknowledgements!

Exclusive Catering Opportunity