



**2020
MASTERS**

**CANADIAN
BADMINTON**

CHAMPIONSHIPS

PRINCE GEORGE, BRITISH COLUMBIA

APRIL 27 - MAY 2



2020 MASTERS CANADIAN BADMINTON CHAMPIONSHIPS
PRINCE GEORGE, BRITISH COLUMBIA

Competitors
Ages 30 - 80+
72nd Annual Event

WHEN
APRIL 27 - MAY 2

WHERE
Northern Sport Centre

TICKETS (AVAILABLE NOV. 22/19)
Admission includes watching matches from 9am - 6pm!

Daily Rates: \$5 Seniors 55+
\$5 Students
\$10 General Admission
Kids Under 10 - FREE

Week Pass: \$25 Monday - Saturday
Weekly passes available at the Northern Sport Centre, LOXX Academy & Tourism PG

LEARN MORE
www.mastersbadminton2020.ca
2020mastersnationals@northcourt.ca

VOLUNTEER
2020mastersvolunteers@northcourt.ca

Fastest Shuttle Speed
417 KM
during a game

Olympic sport since 1992
Commonwealth Games sport since 1966

SUPPORTED BY

Event Scope

- One week for ages 30 - 80+
- Canadian and International Participants
- Goal 250
- Economic Impact to Prince George of over \$760,000

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PRINCE GEORGE, BRITISH COLUMBIA
APRIL 27 - MAY 2

HOW DO I GET TO PRINCE GEORGE?

By Ground - Prince George intersections Hwy 97 & Hwy 16

| From | Length of drive |
|--------------------|----------------------|
| Edmonton | 739 km (Avg. 8hrs) |
| Calgary | 784 km (Avg. 9hrs) |
| Kelowna via Hwy 97 | 687 km (Avg. 7.5hrs) |
| Kelowna via Hwy 5 | 775 km (Avg. 8hrs) |
| Vancouver | 782 km (Avg. 9hrs) |
| Prince Rupert | 718 km (Avg. 8hrs) |
| Fort Nelson | 810 km (Avg. 9hrs) |
| Cranbrook | 875km (Avg. 10hrs) |

By Air - Direct flights are under 1.5 hours from the destinations below | Westjet & Air Canada codes to come!

Connecting you to the world.

Pacific Coastal
AIRLINES
WESTJET

AIR CANADA
express
Central Mountain Air

2020 CANADIAN MASTERS BADMINTON CHAMPIONSHIPS

PRINCE GEORGE, BRITISH COLUMBIA
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What's the weather like in PG April/May?

Temperatures range between 12-18 degrees with approximately 15 hours of daylight. Buds are on the trees and ready to pop and the bulbs are beginning to bloom. The snow is gone within the city limits and the streets have been cleaned up from the winter's gravel! The day hiking trails are ready for foot traffic, the tennis and pickleball courts are open and the fishing gear and bikes are ready for rental at Tourism PG!

TENTATIVE SCHEDULE

| | | | |
|-----------------------|----------------|------------------------------|------------------------|
| Sunday, April 26th | 1:00 - 6:00pm | Practice | NSC |
| | 7:00 - 9:00 pm | Welcome Reception | Two Rivers Gallery |
| Monday, April 27th | 9:00 AM | Opening Rounds | NSC |
| Tuesday, April 28th | 9:00 AM | Play Continues | NSC |
| Wednesday, April 29th | 9:00 AM | Play Continues | NSC |
| | 7:00 PM | Theme Dinner & Dance | Coast Inn of the North |
| Thursday, April 30th | 9:00 AM | Play Continues & Some Semi's | NSC |
| Friday, May 1st | 9:00 AM | Play Continues & Semi Finals | NSC |
| Saturday, May 2nd | 9:00 AM | Finals | NSC |
| | 7:00 PM | Closing Banquet | Courtyard Marriott |

Supported By



Where would I stay?



Coast Inn of the North | Theme Night Location

Courtyard Marriott | Final Banquet Location

Where will I be playing?



Charles Jago Northern Sport Centre (NSC)

- 8-10 rubber mat courts on hardwood floor
- air flow will be scheduled off
- outside window fully covered & blacked out
- black drape will cover bleachers
- Onsite Athletic Therapists, Stringer and Food Services



Photo above: 2015 Canada Winter Games set up



Will there be shuttle transportation?

YES - to and from hotel to venue throughout competition approximately 7 minutes.



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What will I see and do when I am not competing or spectating?

- Golfing
 - Northern Lights Estate Winery
 - Railway & Forestry Museum
 - Exploration Place
 - Craft Brewery Tours
 - UNBC Tour
 - Day hiking
 - Bowling
 - Wall Climbing
 - Casino
 - Mini-Golf
 - Exit Escape Room
 - Shopping
 - Swimming
 - Tennis or Pickleball
 - Theatre Northwest
 - Arts & Crafts
- ... and more activities to come!



Where will I eat?

An excellent selection for all tastes as well as options for those who require vegan and gluten free choices ... to name just a few.

| | | |
|----------------------|----------------------|------------------------|
| Montana's | Cimo | Amigos Taco Shop |
| China Sail | North 54 | Daddy O's Pizza & Ribs |
| Earls | Nancy O's | Thanh Vu Vietnamese |
| Mai Thai Restaurant | Kask | Wasabi Sushi |
| Red Robin Restaurant | Brown's Social House | The Keg |
| Twisted Cork | Cornerstone Lounge | Mr. Mike's Steakhouse |
| Joey's Only Seafood | The Keg | White Spot |
| Rockford Grill | Dani Mandi | Betulla Burning |

Are there are car rentals?

YES - A wide selection of rental companies including National and Enterprise

www.mastersbadminton2020.ca



mastersbadminton2020.ca



- Home
- Hotels
- Participants ▾
- Registration
- Schedule ▾
- Attractions ▾

- About ▾
- Contact Us
- Volunteer

SEARCH





**Supported by a grant from
the City of Prince George**

Successes so far ...

- Marketing Initiatives Grant, Northern Development Initiatives Trust
- Hosting BC Grant, viaSport
- Tourism Events Program, Province of BC
- City of Prince George

Total of \$38,633

SPONSORSHIP & ADVERTISING OPPORTUNITIES



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SOCIAL EVENT SPONSOR PACKAGES

WELCOME RECEPTION

Two Rivers Gallery

About the event:

- 250 attendees expected
- Maker Lab activities
- Tour the Gallery
- Apples and beverages
- Meet and greet

~~\$5000~~
SOLD

THEME DINNER

Hosted at the Coast Inn of the North

About the event:

- Buffet dinner and dance
- Costume contest and speeches
- 275 attendees expected
- Awards, skits, lip syncing (Theme TBD)

\$5000

FINAL BANQUET

Hosted at Courtyard Marriott

About the event:

- 200 attendees
- Speeches
- Fair play awards
- Buffet Dinner
- Entertainment and dancing

\$5000

Welcome Reception, Theme Dinner & Final Banquet Packages Include:

- Company name added to the title of the Social Event
- Opportunity to speak at event
- Courtside signage
- VIP Seating
- Company logo on item of choice
- Company ad/souvenir in athlete packages
- Company logo on website
- 10 Free week long passes including finals
- Logo on all printed material
- Half page ad in tournament program



200+
Athletes

1000+
Spectators

Ages
30 to 80+

NORTHERN SPORT CENTRE

Hosted by North Central Badminton Academy

SUPPORTED BY



For further info
contact: 1-250-617-5726

Rev. Oct. 2019

www.mastersbadminton2020.ca

Hosting BC

- Facility deposits

City of Prince George

- Marketing Plan

Tourism Events Program

- Webcasting
- Badminton Canada YouTube Channel
- Sponsorship and Advertising



2020 CANADIAN MASTERS BADMINTON CHAMPIONSHIPS PRINCE GEORGE, BRITISH COLUMBIA

ADVERTISING AND SUPPORT OPPORTUNITIES

DONATIONS SUPPORT

- Athlete shuttle transportation
- Athletic medical services
- Volunteers and officials
- Accreditation badges and athlete souvenir
- Shipping and storage of equipment
- School field trip travel expenses

SPRUCE \$4000

- Half page ad in tournament program
- Courtside signage
- Company logo on item of choice
- Two Final Banquet tickets
- VIP Seating
- Company logo on venue signage, full page ad or souvenir in athlete package
- 10 Free Tickets for finals
- Company name and logo on website and program

PINE \$2500-\$3999

- Quarter page ad in tournament program
- Courtside signage
- Company logo on item of choice
- Two Final Banquet tickets
- VIP Seating
- Company logo on venue signage, half page ad or souvenir in athlete package
- 6 Free Tickets for finals
- Company name and logo on website and program

FRASER \$1500-\$2499

- Courtside signage
- Two Final Banquet tickets
- VIP Seating
- Company logo on venue signage, Quarter page ad or souvenir in athlete package
- 4 Free Tickets for finals
- Company name or logo on website and program

NECHAKO \$500-\$1499

- Acknowledgment in tournament program
- Company logo on tournament signage, souvenir in athlete package
- 2 Free Tickets for finals
- Company name or logo on website and program

MR. PG's PALS \$100 - \$499

- 1 Free Ticket for finals
- Company name in program

HOW CAN I DONATE AND SUPPORT ?

1. E-transfer sent to 2020mastersnationals@northcourt.ca (no tax receipt provided)
2. BC Amateur Sport Fund application (tax receipt provided) located on website
3. Mail cheque payable to 2020 CMBC to 26255 Ness Lake Road North, Prince George, BC V2K 5N3

For further info
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www.mastersbadminton2020.ca



1. FEATURE COURTS (3)

- Court streamed live nationally, 6 days, 8 hours/day
- Court will be named by supporter and announced each match
- Organizer will provide courtside signage
- Supporter will receive benefits as a PINE sponsor

2. GENERAL COMPETITION COURTS (6)

- Organizers will provide courtside signage
- Supporter will receive benefits as a FRASER sponsor

3. COMMERCIAL ADVERTISEMENTS

- Organizers will stream in between matches
- Supporter will receive benefits as a NECHAKO sponsor

4. EVENT PROGRAM ADVERTISEMENTS (all colour)

- a. ¼ page - 3.625" W X 4.875" H (MR. PG's PALS sponsor)
- b. ½ page - 7.5" W X 4.875" H (NECHAKO sponsor)
- c. Full page w/o bleed - 7.5" W X 10" H (NECHAKO sponsor)
- d. Inside Front Cover w/bleed 7.5" W X 10" H (NECHAKO sponsor)
- e. Inside Back Cover w/bleed 7.5" W X 10" H (NECHAKO sponsor)

5. SHUTTLE VEHICLE (4)

- Organizers will position a magnetic car decal on shuttle vehicle
- Supporter will receive benefits as a NECHAKO sponsor

6. SALES BOOTH | Northern Sport Centre

- Organizer will provide you with a 3' x 6' table (no tablecloth)
- Your sales booth will be visible to participant and spectator traffic flows during the event

7. PARTICIPANT WELCOME BAG'S

Discount coupon or special offer or gift item

Webcasting/Live Streaming

- National & International Viewership
- Marketing
- Commercial
- Local Interest Stories

*Your perfect blend of
urban amenities and
outdoor adventure!*



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Top 10 reasons to come to **Prince George:**

- Welcoming people
- Quality facilities
- Outdoor recreation
- Tasty food
- Passionate volunteers
- Craft beer and Estate winery
- Cultural attractions
- Parks and Trails
- Unique shopping
- Diverse community

VENUE

Northern Sport Centre

HOST HOTELS

Coast Hotel Prince George
Courtyard Marriott

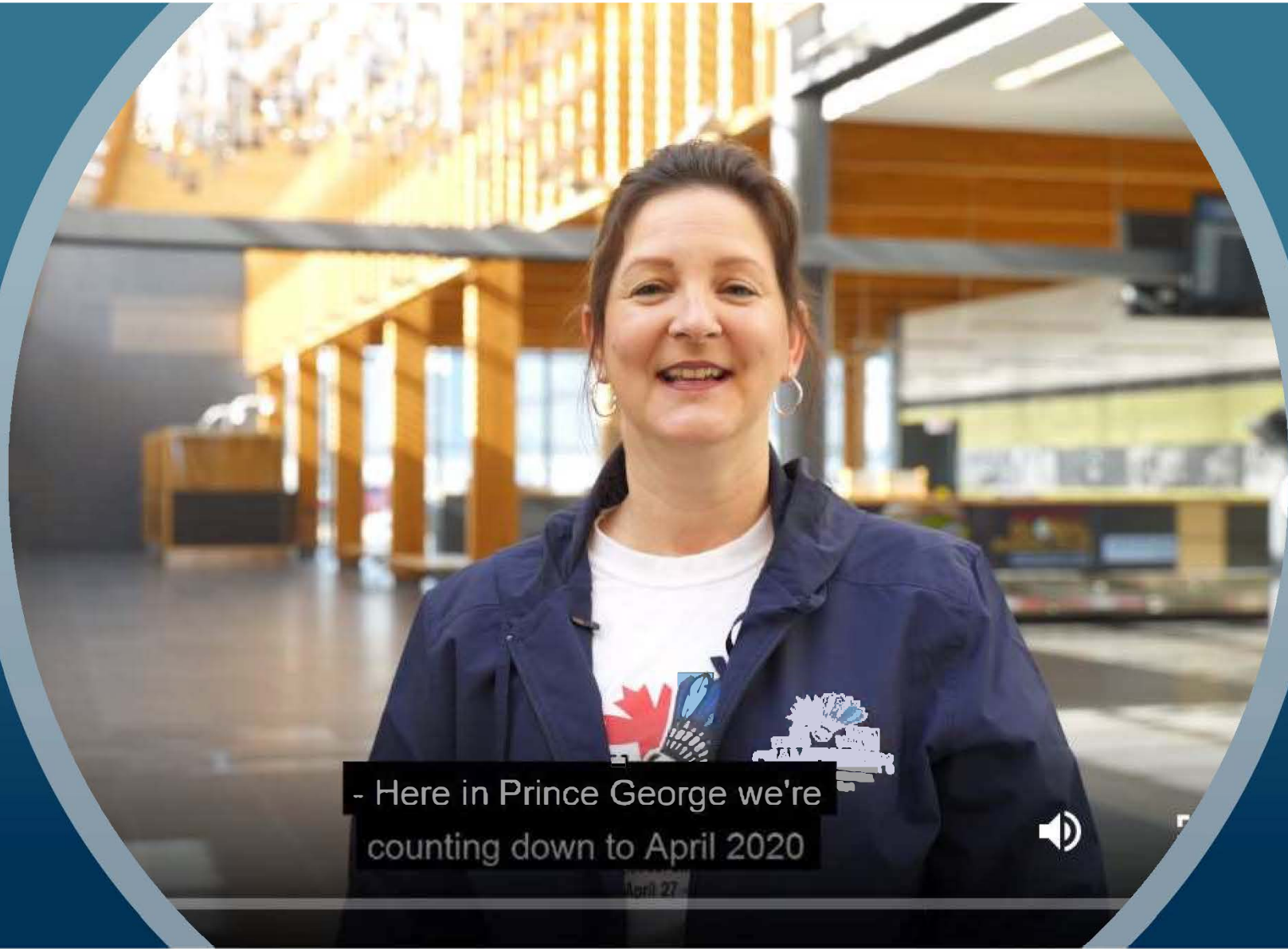


Supported by a grant from
the City of Prince George

Visit us online at www.mastersbadminton2020.ca to start planning
your Northern BC adventure today!

NDIT Grant

- Logo
- Four-page Pamphlet
- Posters
- Website
- Media Sponsor
- Athlete Program



- Here in Prince George we're
counting down to April 2020



April 27

CAN YOU HELP?



VOLUNTEER!

APRIL 27 - MAY 2, 2020 | NORTHERN SPORT CENTRE

- Pre-event Administration
- Line Judges (Training provided)
- Hotel Hosts
- Results Recording
- Venue Hosts
- Scorekeeping

Help Prince George maintain its status as BC's Volunteer City, by extending our Northern Hospitality to athletes, coaches, officials and guests!

LEARN MORE 2020mastersvolunteers@northcourt.ca

DONATE!

WHAT YOU WILL BE SUPPORTING:

- Athlete shuttle transportation
- Officials and Volunteers
- Athletic medical services
- Accreditation and Equipment

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CAN YOU HELP? WE NEED VOLUNTEERS!

APRIL 27 - MAY 2, 2020 | NORTHERN SPORT CENTRE



SUPPORTED BY



DON'T MISS OUT! TICKETS ON SALE NOW

APRIL 27 - MAY 2, 2020 | NORTHERN SPORT CENTRE

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Northern Sport Centre | Loxx Academy of Hair Design | Tourism PG



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*Daily tickets available at
the Northern Sport Centre*

\$5 Students

\$10 General Admission

Kids Under 10 - FREE

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Next Steps

- Sponsorship
- Volunteer Recruitment
- Community Engagement
- Regional Participation
- Kidsport PG – Charity of Choice

THANK YOU!