

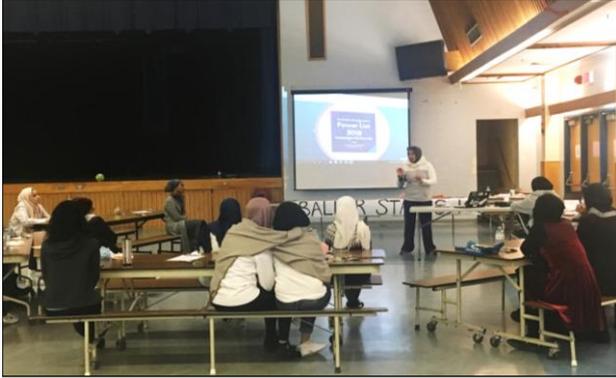
# *Hijabi Ballers: Celebrating Muslim Women in Sports*



**SPONSORSHIP PACKAGE 2018**

[www.hijabiballers.com](http://www.hijabiballers.com) | [facebook.com/hijabiballers](https://facebook.com/hijabiballers) | [instagram: @hijabiballers](https://instagram.com/hijabiballers)

# *Hijabi Ballers: Celebrating Muslim Women in Sports*



Hijabi Ballers, based in the Greater Toronto Area, seeks to recognize and celebrate the accomplishments of hijab-wearing athletes and increase representation by encouraging the participation and representation of Muslim girls and women in sports. The name Hijabi Ballers represents three things: being a female of Muslim faith, being an athlete, and being a boss. The project is meant to shine light on those who visibly represent their faith while portraying themselves as athletes, in the urban diaspora. The word 'baller' holds a strong connotation of being a boss, being successful and being bold. Although the word in a more traditional sense refers to basketball players, this project sees the word 'ballers' as an umbrella term synonymous with 'athletes'.

"I, Amreen, am a rugby player and coach. I consider being Muslim and being an athlete two key components that piece my identity together. Wearing hijab while playing sports instills in me adversity, confidence and strength and allows me to represent my faith while on the field. The numerous hijab-wearing athletes in Toronto far surpass my level of athletic talent but are under-represented due to many times, the piece of clothing covering their hair. Approximately 84% of the 1.3 million Canadian Muslims say that that being Muslim is very important to their identity (National Household Survey, 2011). Preserving this identity should not mean that women and girls are deprived of opportunities to be part of their communities; that their involvement in sports is restricted or discouraged. In order to increase participation of Muslim women and girls in sports, it is crucial that they see role models who positively represent their faith and simultaneously are incredible athletes."

**- Amreen Kadwa | Executive Director, Hijabi Ballers**



*Photo: @girlfriendsproject\_*

# *A Message to Our Sponsors*

The community of Muslim women in Toronto have limited access to organized sports and public sport spaces due to financial and cultural barriers. Our vision of providing positive sport experiences for these women comes at a cost. After the successful project launch in April 2017, we received an outpouring of support from all members of the community including local families, businesses and organizations: both Muslim and non-Muslim. With our website currently receiving an average of 125 unique visitors per week, and a continually growing audience, your business will have ample room to grow its client base through brand promotion as our sponsor. We have outlined a number of programs and activities to implement in the community in 2018. Due to varying levels of financial need and program structure, each program will have its own unique sponsors and slight variation in your return on investment. We want to ensure that each of our sponsors is contributing to a specific program that they feel most passionate about, which is why we have left it up to you to decide where your money goes. In the following pages, you will find more about each of our programs. Your return on investment will vary depending on the program you support and the extent of your contribution, all of which are explained in the upcoming pages. We appreciate your interest and passion in helping us make Toronto a space for all. We urge you to take a look at each program in detail and connect with us regarding which initiative you would like to support and in what capacity. Aside from monetary donations, we also require in kind donations including food, equipment, volunteers, space and other resources . We would be honoured to have businesses like you work with us, who love to give back to the community.



# Hijabi Ballers Sports Festival

Date: Sunday June 24

Time: 11 am to 3 pm

Location: Go Green Cricket and Sports Field ,  
Toronto ON



Connect with us!

[www.hijabiballers.com](http://www.hijabiballers.com)

facebook.com/hijabiballers

instagram: @hijabiballers

*\*Time, Date and Location are not confirmed*

The Hijabi Ballers Sports Festival is a free day-long community event for families, Muslims and non-Muslims to come together in support of Muslim girls and women in sports. Although open to all members of the community, it is targeted to be a safe and inviting public sports space for Muslim women to get active and connect with other like-minded women. Being held at an outdoor, publicly accessible sports field, the Hijabi Ballers Sports Festival expects an attendance of over 350 people in 2018, with majority of the demographic being young Muslim female adults from the Thorncliffe-Flemingdon Park community. A major component of the event is a multi-sport girls-only tournament to encourage healthy competition between female athletes and to develop their physical literacy through a number of different sports including basketball, non-contact rugby and soccer. Other activities will include stations for attendees to try sports including cricket, volleyball and ball hockey with local youth teaching the attendees about the sport. The event will also include lots of games, prizes, obstacle courses and carnival-style snacks, all free of charge to the community. The Sports Festival attracted over 200 people in its launch last year, including Don Valley West MP Rob Oliphant and received media attention from City News Toronto. We have full confidence that this event will become a public favourite in the near future and we can't wait for your brand to be a part of this growth!

# Hijabi Ballers Sports Festival



Date: Sunday June 24

Time: 11 am to 3 pm

Location: Go Green Cricket and Sports Field ,  
Toronto ON

Connect with us!

[www.hijabiballers.com](http://www.hijabiballers.com)

facebook.com/hijabiballers

instagram: @hijabiballers

*\*Time, Date and Location are not confirmed*

	<i>Rookie Athlete</i>	<i>Baller in The Making</i>	<i>Let's Go Pro</i>	Notes:
Donation Amount:	<b>\$300</b>	<b>\$700</b>	<b>\$1,500</b>	
Business Cards/Flyer in Goodie Bags	X	X	X	
Instagram Story Brand Promotion	1 post	2 posts	3 posts	Posts may be made before and/or during the event
Name & Logo listed on website as sponsor	6 mos	1 year	1 year	
Logo on Digital Screen during event	X*	X	X	*Rookie Athlete sponsors share screen with other sponsors in the category
Promotional Facebook Post	X*	X	X	*Rookie Athlete sponsors share a post with other sponsors in the category
Announcement of sponsorship during event		X	X	
Company Banner Displayed at Event		X	X	
Logo on main event poster		X	X	
Dedicated Instagram Post			1 Post	
Tournament co-hosted by your company			X	
Booth during event			X	
Mention at End-of-Year Ceremony			X	

# Drop-in Sports Sessions

When: Weekly April-September  
Location: Three locations in Toronto (Scarborough, Thorncliffe/Flemingdon, Rexdale)



Connect with us!  
[www.hijabiballers.com](http://www.hijabiballers.com)  
facebook.com/hijabiballers  
instagram: @hijabiballers

*\*Time, Date and Location are not confirmed*

Hijabi Ballers will run free drop-in sessions at three locations in the city, each week from April to September. The purpose of these sessions is to provide a convenient, friendly space for girls and women to play sports and meet new friends. There will be no registration required, so each week we may see new faces! Hijabi Ballers expects an average attendance of 12-20 individuals each week at each location and a 60% retention rate for participants returning in consecutive weeks. Hijabi Ballers will provide equipment for basketball, soccer and volleyball, and participants can choose which sport they want to play during that session. Each session will last for two hours and will include ample time for participants to meet and get to know one another with snacks provided by Hijabi Ballers. It would be open to all women in the community but specifically targeted for Muslim women who want a covered indoor space to play and be active. We would also be collaborating with community leaders and organizations and inviting them to our drop-in sessions to introduce other physical activity like martial arts, group fitness, flag rugby and skateboarding. Our pilot program last year ran drop-in sessions for one month in the August and reached approximately 30 individuals altogether. We are excited to create a consistent high-quality program for women in our community and would love your support in helping this vision become a reality.

# Drop-in Sports Sessions

When: Weekly April-September  
 Location: Three locations in Toronto (Scarborough, Thorncliffe/Flemingdon, Rexdale)



Connect with us!  
[www.hijabiballers.com](http://www.hijabiballers.com)  
 facebook.com/hijabiballers  
 instagram: @hijabiballers

*\*Time, Date and Location are not confirmed*

	<i>Rookie Athlete</i>	<i>Baller in The Making</i>	<i>Let's Go Pro</i>	Notes:
Donation Amount:	\$100	\$350	\$500	
Instagram Story Brand Promotion	1 post	2 posts	2 posts	Posts may be made before and/or during the event
Listed on website as sponsor	6 mos*	6 mos	6 mos	*Rookie Athlete sponsors get name only listed on website
Promotional Facebook Post		X	X	All sponsors share a post
Announcement of sponsorship during event			X	4 announcements throughout season
Company Banner Displayed at each session			X	Banner displayed at a location of your choice
Logo on event poster			X	Event poster for location of your choice
Company Representative to Speak at one session			X	

# Hijabi Ballers Community Conference

Date: Saturday October 20, 2018  
Time: 11 am to 3 pm  
Location: TBD (Toronto, ON)



Connect with us!  
[www.hijabiballers.com](http://www.hijabiballers.com)  
facebook.com/hijabiballers  
instagram: @hijabiballers

*\*Time, Date and Location are not confirmed*

The Hijabi Ballers Community Conference seeks to connect all community players involved in the scene of Muslim women in sports. It will bring together athletes, parents, kids, coaches, community leaders and allies, Muslims and non-Muslims alike. This free one-day event will open discussion and allow for learning about Muslim women in sports: their barriers, struggles, needs and accomplishments. Many times, cultural differences, lack of knowledge and fear of overstepping social boundaries keeps Muslim female athletes from reaching their full potential. Through this conference, Hijabi Ballers hopes to change that through its workshops, interactive discussions and games. These activities will be led by local community leaders and experts in the industry, including athletes, coaches and academics. Moreover, a guide kit will be put together by volunteers with key takeaways from the conference which will be printed as well as digitally shared with neighbouring sports clubs, organizations and community centres. It will be a go-to resource for families, athletes, coaches and friends: all of whom are involved in the advancement of Muslim women in sports. The event will be held in a publicly accessible area with an expected attendance of 150 individuals. Food and drinks will be provided for participants. The Hijabi Ballers Community Conference will be held in October, following the busy summer rush. We expect to increase interest in Hijabi Ballers and Muslim Women in Sports in the community throughout the summer months, ensuring a successful turnout at the conference. We are excited to have your organization on board!

# Hijabi Ballers Community Conference

Date: Saturday October 20, 2018  
 Time: 11 am to 3 pm  
 Location: TBD (Toronto, ON)



Connect with us!  
[www.hijabiballers.com](http://www.hijabiballers.com)  
 facebook.com/hijabiballers  
 instagram: @hijabiballers

*\*Time, Date and Location are not confirmed*

	<i>Rockie Athlete</i>	<i>Baller in The Making</i>	<i>Let's Go Pro</i>	Notes:
Donation Amount:	<b>\$500</b>	<b>\$1,000</b>	<b>\$2,000</b>	
Business Cards/Flyer in Goodie Bags	X	X	X	
Instagram Story Brand Promotion	1 post	2 posts	3 posts	Posts may be made before and/or during the event
Name & Logo listed on website as sponsor	6 mos	1 year	1 year	
Logo on Welcome Presentation	X	X	X	
Promotional Facebook Post	X	X	X	
Logo on Guide Kit produced	X	X	X	
Announcement of sponsorship during event	X	X	X	
Company Banner Displayed at Event		X	X	
Logo on main event poster		X	X	
Dedicated Instagram Post		X	X	1 Instagram post
Conference co-hosted by your company			X	
Company Representative to speak at Conference			X	
Company Representative to speak at End-of-Year Ceremony			X	

# *Hijabi Ballers: Celebrating Muslim Women in Sports*

Thank you for your consideration to support the growth of Hijabi Ballers. We have gotten so far only because of sponsors like you. Less than a year ago, we would have never imagined the scope and potential of this organization. Our capacity to invest in the community will only grow from here. Help us in making our vision come true. We hope that you will contribute in any way that you can. If you wish to negotiate terms, have any questions about the sponsorship process or want to confirm your contribution, please contact Amreen Kadwa by phone or email. We look forward to hearing from you!

**Email: [hijabiballers@gmail.com](mailto:hijabiballers@gmail.com) | Phone: 647-459-1343**



Photo: @girlfriendsproject\_



**[www.hijabiballers.com](http://www.hijabiballers.com) | [facebook.com/hijabiballers](https://facebook.com/hijabiballers) | [instagram: @hijabiballers](https://instagram.com/hijabiballers)**