



BAY STREET
KiCKS
KIDS' CANCER
SOCCER TOURNAMENT

SPONSORSHIP OPPORTUNITIES

Cherry Beach Sports Fields

September 12, 2025



Every kick gets
a kid affected
by cancer
closer to camp!



Camp Quality Canada

Camp Quality (CQ) provides free inclusive overnight summer camp and year round programs for children with cancer and blood disorders that support the whole family.

Cancer can be a frightening and alienating experience for families. That's why kids affected by cancer are welcomed and encouraged to grow through CQ's empowering, volunteer-driven community programs. Our year-round programming and free camps give kids the power to turn life's challenges into adventures. While CQ is well known for its camps across Canada and operating in Southern Ontario for 30 years, we also offer a variety of opportunities for young adults to enjoy camp and develop their leadership skills.

CQ is committed to supporting each family as they face their own unique journey with childhood cancer. CQ camps and programs engage local communities to help support families affected by childhood cancer, enabling them to find joy and share their experiences in a fun and optimistic environment. By delivering meaningful social, recreational, and educational programming for kids, parents, and the community, Camp Quality doesn't just support kids, but their friends and families as well.

Bay Street Kicks Kids' Cancer

Bay Street Kicks Kids' Cancer (BSK) is a one-day soccer tournament that unites teams of Toronto professionals to compete for a shared goal: supporting children with cancer and helping send them to transformative summer camps across Canada. Every dollar raised goes directly to Camp Quality Canada.

BSK is an incredible opportunity to network within Toronto's professional community while making a difference. The event wraps up with a Post-Game Party featuring delicious food and refreshing beer, creating a memorable experience for all participants.

Soccer symbolizes the power of play, teamwork, and resilience—skills that inspire us to tackle life's greatest challenges. Join us for this exciting event and help bring joy and hope to kids and families who need it most!



Thank you to our 2024 Sponsors!

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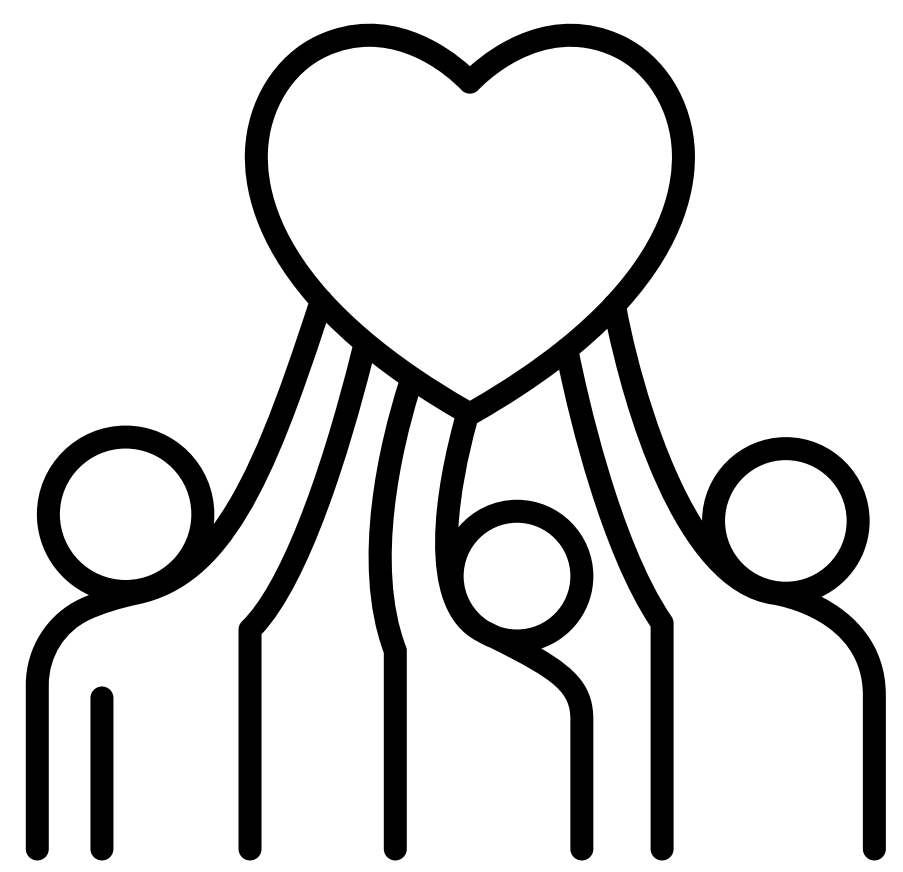
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Quick Facts & Demographics

Engaged Companies

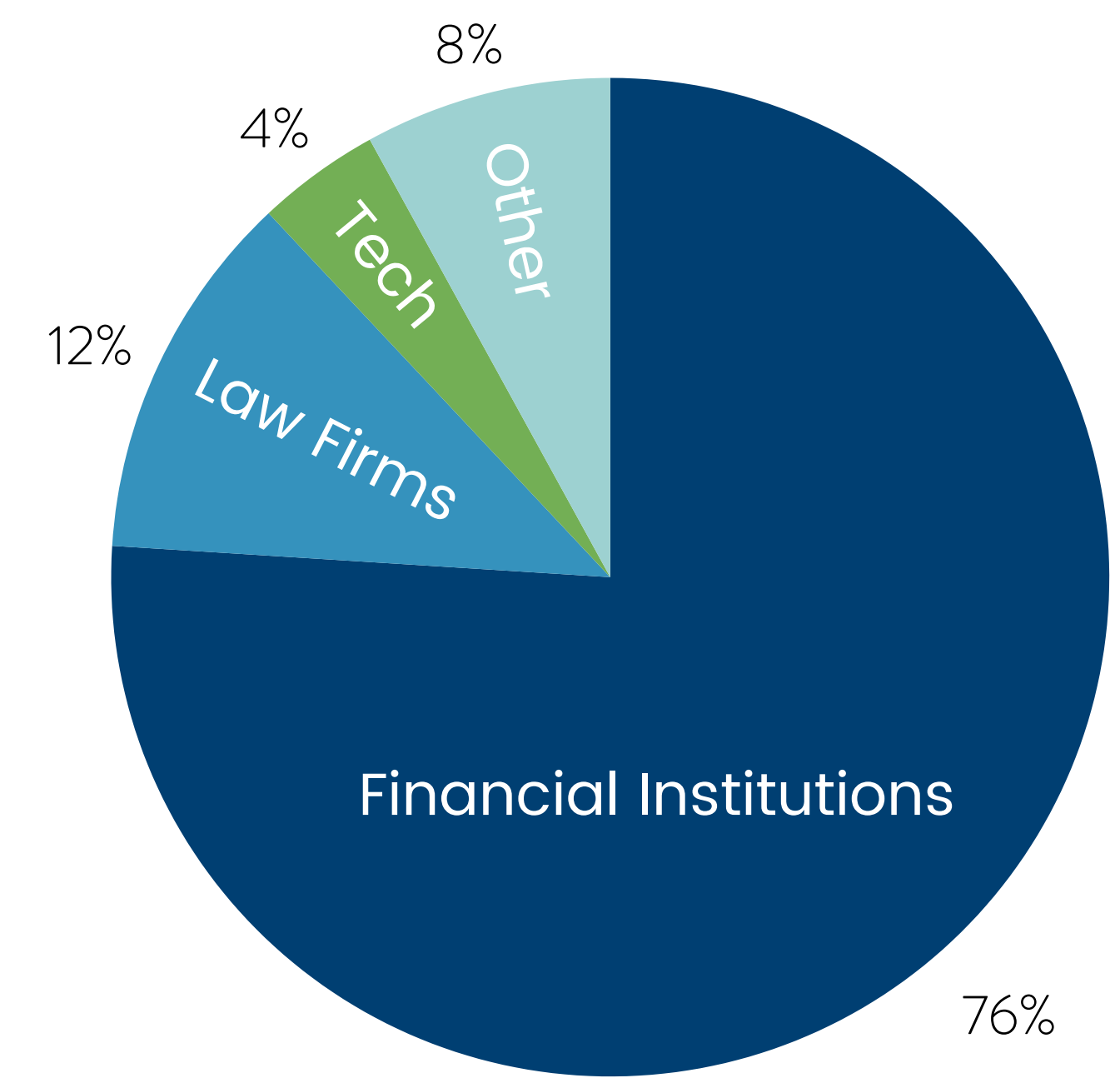


BSK History



- 13** years of BSK
- \$830,000** raised
- 400 +** campers fully funded
- 50 +** corporations engaged

Team Demographics



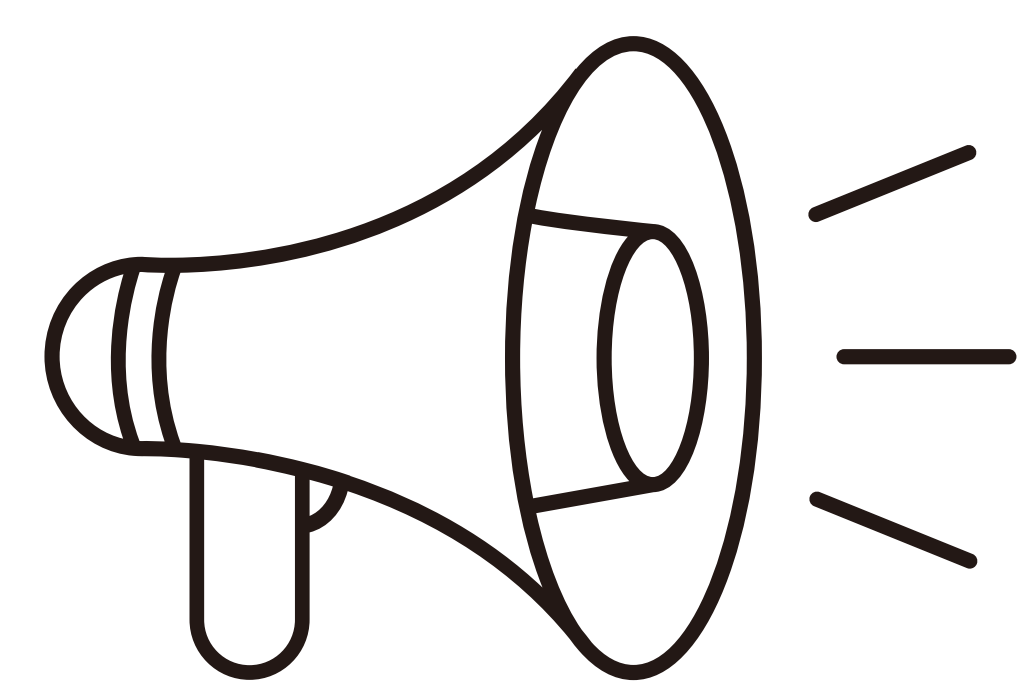
2025 Goals



Raise \$150,000 to support sending youth affected by cancer to camp



Have 24 teams of Toronto professionals join the BSK soccer tournament



Share BSK with new corporations and engage 3 new sponsors

Sponsorship Benefits

	Presenting Sponsor (\$15,000)	After-Party Sponsor (\$8,000)	Jersey Sponsor (\$5,000)	Tent Sponsor (\$4,000)	Refreshment Sponsor (\$3,000)	Fundraising Sponsor (\$1,500)	Brand Sponsor (\$1,000)
Company name/logo featured on event logo.	✓						
Complimentary Team Registration Included	✓						
VIP hospitality tent for company representatives	✓						
Featured company profile with 100-word description and logo (linked) on event website.	✓	✓					
Introduction of company representative at opening ceremony.	✓	✓					
Targeted promotional opportunities (where applicable) including video, radio and/or print advertising	✓	✓	✓				
Company recognition on welcome banner	✓	✓	✓				
Company name/logo prominently displayed on Jersey	✓	✓	✓				
Event day PA announcements	At opening ceremony	At After-Party	After 1st round	After 2nd round			
Branded banner with your company logo and year(s) of support displayed prominently at the event. The commemorative banner will also be provided for display in your office.	✓	✓	✓	✓	✓	✓	✓
Company included on site-wide signage	✓	✓	✓	and at each team tent	and on refreshment table	✓	✓
Facebook, Instagram & Linked in post announcing you as a sponsor	Dedicated Post	Dedicated Post	✓	✓	✓	✓	✓
Company name/logo included in participant newsletter	✓	✓	✓	✓	✓	✓	✓
Company name/logo on event website	✓	✓	✓	✓	✓	✓	✓



Make your brand stand out

Connect your brand with Toronto's top professionals through Bay Street Kicks Kids' Cancer, a premier charity soccer event, while supporting life-changing programs for children and families affected by cancer.



For more information on creating a sponsorship package that fits your needs, contact:
 Emily Langer, Manager, Community Engagement & Grants
 emily@campquality.org • 416-406-2267 X 104