



## 2019 SYMPOSIUM ON MATCH MANIPULATION AND GAMBLING IN SPORT

Why it matters to you and what you can do about it!

# SPONSORSHIP PACKAGE









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# THE SYMPOSIUM



The Canadian Centre for Ethics in Sport (CCES) and McLaren Global Sport Solutions Inc. (MGSS) are pleased to invite your organization to support this first ever Canadian symposium addressing the issues of match manipulation and gambling in sport. The partnership between the CCES and MGSS brings together two international leaders in ethics in sport. The symposium will take place on April 24 & 25, 2019 at The Globe and Mail Centre in Toronto, ON.

## **Symposium Focus**

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Match manipulation is a significant and growing issue throughout international sport. Experts in the field suggest it may be a far bigger threat to the integrity of sport than doping. The Canadian sport community has yet to feel the real impact of the corruption that is prevalent in other countries, however, it is an emerging concern in Canada. Furthermore, there is a need to focus on the issues associated with sport betting particularly given potential changes to its legal status in North America. The Canadian sport community will need to be equipped with an understanding of the opportunities and risks associated with sport betting and the mounting pressure for Canadian legislation to follow suit.

## **Expert Panel**

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An international panel of experts, led by Professor Richard McLaren, O.C., and CEO of McLaren Global Sport Solutions, will introduce delegates to various topics associated with sport betting and techniques to mitigate the risks that exist in international sport.

Declan Hill, investigative journalist, academic and international expert on match manipulation in sport, will offer his expertise and moderate conference sessions.

## **Symposium Delegates**

The symposium aims to attract delegates who represent the following areas:

- Professional sport organizations,
- National sport organizations,
- Multisport organizations,
- National, provincial and territorial governments,
- Sport gambling organizations and regulators,
- Lottery and gaming associations,
- International sport federations,
- Law enforcement agencies,
- Social support agencies,
- Law firms,
- Athletes, and
- Research experts in the field.





## OUR SPONSORS BELIEVE IN GOOD SPORT FIRST

Protect the integrity of sport and support the mission of this symposium, which is to:

- Build awareness of the growing issues of match manipulation and gambling in sport,
- Understand how match manipulation is being managed and regulated internationally,
- Share perceptions and experiences on the issue, and
- Shape solutions for the Canadian sport community.

### Be recognized

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- Receive optimal brand visibility,
- Contribute to the development of a sustainable infrastructure, and
- Engage with leaders from the sport and gaming communities.

### Promote

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Your organization through:

- Pre-event online promotions,
- On-site networking opportunities, and
- Post-event recognition.

### Support

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Integrity in Canadian sport by:

- Increasing the number of specialists in the field who are present to share their expertise,
- Optimizing the opportunities to share key awareness and educational resources, and
- Enhancing our ability to reach our target audience.

# SPONSORSHIP OPPORTUNITIES

Sponsorship packages	Presenting	Premiere	Event
Contribution	\$15,000	\$7,500	\$3,500
# of packages	1	2	6
<b>Pre-event recognition</b>			
Social Media Promotion	•		
Website Presence	•	•	
Email Blasts	•	•	
Symposium Advertisements	•	•	
Symposium Flyer	•	•	
Media Release	•		
<b>On-site recognition</b>			
Speaking Opportunity	•		
Introduction of Keynote Speaker	•		
# of Free Conference Entries	5	3	2
Program Inclusion	•	•	•
Branded Booth at Entrance	•	•	•
Logo on Symposium Sponsor Banners	•	•	•
Corporate Item in Giveaway Bags	•	•	•
<b>Post-event recognition</b>			
Outgoing Media Release	•	•	
Thank You Email Blast	•	•	
Right of First Refusal for Future Opportunities	•		



The **CCES** serves to elevate the conscience of sport in Canada. We work for, and on behalf of athletes, players, coaches, parents, officials and administrators. The CCES operates at the intersection of individual values, the shared values of society and the values of sport. We serve as a strong voice in the dialogue regarding ethics in Canadian sport and through three strategic forces we activate, advocate and protect.

### **Mission: Making sport better**

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To do this we:

- Activate a values-based and principle-driven sport system,
- Advocate for sport that is fair, safe and open, and
- Protect the integrity of sport.

### **Vision**

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Sport in Canada that is fair, safe and open to everyone.

*Reference:* **[www.cces.ca](http://www.cces.ca)**



**MGSS** ensures leading industry solutions and best practices to sports clients specifically focused on implementing strong sport management infrastructure. MGSS is a highly specialized sport consulting firm focused on mitigating risks related to ethics and governance within organizations. Our mission is to help sports organizations protect and enhance their brand, navigate difficult organizational issues related to ethics, governance and integrity, and inform strategic business decisions.

*Reference:* **[www.mclarenglobalsportsolutions.com](http://www.mclarenglobalsportsolutions.com)**