



SPONSORSHIP PACKAGE 2025



GENESIS ATHLETICS CLUB

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DEAR PROSPECTIVE SPONSOR,

Thank you for taking the time to consider Genesis Athletics Club. We are *so excited* to share with you how we use the sport of volleyball to empower youth to be the *leaders and changers* of tomorrow's Kelowna!

Who We Are

Genesis Athletics Club is a registered non-profit youth organization (charitable society) with over 500 active athletes in the Kelowna area between the ages of 5-18. Our club was founded in the Rutland area with a mission to "*change people through sport.*"

Genesis Highlights

There were many highlights for our program this past year: our Genesis Volleyball Classics brought more than 100 teams for tournaments in Kelowna, we had 4x Provincial Championship and 3x National Championship indoor club volleyball teams, a Provincial Championship winning beach volleyball program, and we built the Genesis Athletics Sports Centre - Kelowna's only dedicated indoor volleyball facility.

"We use the sport of volleyball to EMPOWER YOUTH to be the LEADERS & CHANGERS of tomorrow's Kelowna."

Sponsorship Impacts

What we were most proud of was the opportunities we were able to provide youth who otherwise would have been unable to play at all - **nearly a quarter of our athletes last year received some form of financial assistance.** Your sponsorship helps us keep life-changing athletic opportunities accessible to youth of all backgrounds.

Let's create a better future for Kelowna together!



Jadon Ward, MA MA

Director, Genesis Athletics Club



2025 GENESIS QUICK FACTS

GENESIS PROGRAMS

	GENESIS CLUB VOLLEYBALL	<ul style="list-style-type: none">• 28x Volleyball BC Club Teams• 4x Volleyball BC Provincial Championships• 3x Volleyball Canada National Championships
	NEXTGEN TRAINING	<ul style="list-style-type: none">• Elite Training Camps with University Coaches from across Canada• Okanagan Selects Summer Program which travelled to Calgary to compete against top teams in AB
	GENESIS BEACH	<ul style="list-style-type: none">• Over 160 youth enrolled in our beach volleyball program• Volleyball BC Provincial Championship winners• Youth Beach Leagues & Weekend Tournaments
	GENESIS SPORTS CAMPS	<ul style="list-style-type: none">• Weekly Indoor Camps in Volleyball and Basketball• Weekly Outdoor Grass Volleyball Camps• Free Weekly Grass Volleyball Program
	KELOWNA VOLLEY LEAGUE	<ul style="list-style-type: none">• House Volleyball League running in the Fall, Winter & Spring• Over 300 athletes competing cumulatively• Final Championships & trophy presentations

GENESIS CORE VALUES

- 1) Be a place youth *find acceptance*, regardless of background.
- 2) Engage athletes to *develop character* through the sport of volleyball.
- 3) Foster *skill development* among players as they *pursue excellence*.
- 4) Create spaces for youth to *experience success* in sport.
- 5) Encourage athletes to *create impact* in the Kelowna community and beyond!



WHY PARTNER WITH GENESIS?

EVERY KID DESERVES A CHANCE TO PLAY!

We have seen first-hand the impact that sport can have in transforming the lives of youth!

- *GAC is a not-for-profit, registered community society*, passionate about improving the Kelowna community.
- *We give affordable opportunities for local kids* to participate in pro-social activities & a positive outlet to transform their lives!



15U GIRLS PROVINCIAL CHAMPIONS

SPONSORSHIP IS GOOD FOR BUSINESS!

We are grateful for the amazing opportunities that our sponsors give youth in our community, and we are committed to letting others know that your organization cares about youth sport!

- *Promotion in Social Media* to our thousands of followers inside and outside of the club (our Instagram had 40K views this past month)
- *Giving Your Organization a Chance to Speak* to our athletes and families, letting them know about your business, that you care about youth sport in the Okanagan, and promotions relevant to them.
- *Physical Promotion of Your Organization*, both at our **Genesis Volleyball Classics**, which attracted over 100 teams last season, as well as at our **Genesis Athletics Sports Centre**, the only purpose-built volleyball facility in Kelowna.
- *Our Teams are Traveling Billboards for Your Business*, with your logo on team warmups worn all throughout the city.



GENESIS ATHLETICS SPORTS CENTRE (GASC)

SPONSORSHIP LEVELS

WHAT'S INCLUDED?	BRONZE	SILVER	GOLD
Company Mention on Genesis Social Media Accounts	✓	✓	✓
Company Logo on Genesis Website	✓	✓	✓
Company Logo on Advertisements for Genesis Volleyball Classics	✓	✓	✓
Bronze Company Name on GASC "Wall of Support"	✓	✓	✓
Company Mention on Genesis Email Newsletter		✓	✓
Framed Photo Thanking Sponsor		✓	✓
Small Company Logo on Club Warmups		✓	✓
Silver Company Name on GASC "Wall of Support"		✓	✓
Company Banner on Wall of Genesis Athletic Sports Centre (GASC)			✓
Company Banner at Genesis Athletics Beach Courts			✓
Large Company Logo on Club Warmups			✓
Gold Company Name on GASC "Wall of Support"			✓
Sponsorship Amount:	\$500	\$1,000	\$1,500+