

PARTNERSHIP OPPORTUNITY

IIC

CALGARY 2027

BANFF LEGACY



SPONSORSHIP PACKAGE

SEPTEMBER 3–5, 2027

Three-day international course

CALGARY, ALBERTA

MNP Community & Sport Centre

BANFF LEGACY

A distinctive heritage experience

Connect your business with leadership, tradition and an international martial arts community.

Prepared for prospective community and corporate partners



AN INVITATION TO PARTNER

Help bring an international Taekwon-Do experience to Alberta

In September 2027, Calgary will welcome Grand Masters, Masters, Instructors, and martial artists for the International Instructors Course (IIC) - an event centred on technical excellence, leadership, connection and the continued development of ITF Taekwon-Do.

The weekend is being designed as more than a course. Alongside the formal instruction, the organizing committee is developing the Banff Legacy Experience: a meaningful opportunity to connect participants with the Alberta landscapes associated with General Choi Hong Hi's Legacy video series. The experience is planned to include historical context and personal recollections from Grand Master Norman, who took part in the original filming (subject to final program confirmation).

Business partnerships will help us deliver a welcoming, well-organized event while showcasing the people, services and hospitality of Calgary and Alberta to visitors from across Canada and abroad.

WHY YOUR SUPPORT MATTERS

Sponsor contributions help offset essential event costs - including venue delivery, transportation, participant services, guest hospitality, photography and historical documentation - while keeping the experience accessible and professionally presented.

A PARTNERSHIP WITH PURPOSE

- Support leadership and instructor development within a values-based martial art.
- Welcome national and international visitors to Calgary and the Bow Valley region.
- Align your brand with discipline, respect, perseverance and community service.
- Help preserve and share an important piece of Taekwon-Do history.

Sincerely,

IIC Calgary 2027 Organizing Committee

Alberta International Taekwon-Do Federation



THE EVENT

IIC Calgary 2027 at a glance

A concentrated weekend of instruction and connection, supported by an optional heritage experience in one of Canada's most recognized destinations.

WHAT	International Instructors Course (IIC)
WHEN	Friday, September 3 to Sunday, September 5, 2027
WHERE	MNP Community & Sport Centre, 2225 Macleod Trail South, Calgary, Alberta
WHO	ITF Taekwon-Do instructors, Grand Masters, Masters, school leaders, eligible practitioners, families and invited guests

THE BANFF LEGACY EXPERIENCE

The planned Banff component gives this IIC a memorable Alberta identity. It will invite participants to experience the mountain setting connected with the filming of General Choi's Legacy videos while learning more about the people and stories behind that work. Final locations, access, schedule and capacity will be confirmed in coordination with transportation providers and Parks Canada requirements.

WHO YOUR BRAND CAN REACH

- Senior martial arts leaders and decision-makers who influence schools, events and purchasing.
- Participants and accompanying family members travelling from within Canada and internationally.
- A broader online community reached through event promotion, sponsor recognition, photography and post-event storytelling.
- Local volunteers, suppliers and community partners connected to sport, tourism and hospitality.

A NOTE ON REACH

Attendance and digital reach figures will be added as registrations and the event communications plan are finalized. We will report agreed sponsor deliverables after the event.



THE OPPORTUNITY

What a partnership can do for your business

Every sponsorship is designed to create visible, credible association with the event - before, during and after the IIC.

BRAND VISIBILITY

Recognition can extend across the event website, digital promotion, printed materials, venue signage and post-event acknowledgements.

DIRECT CONNECTION

Select levels may include a display space or approved activation where your team can meet participants and guests.

COMMUNITY LEADERSHIP

Demonstrate support for instructor education, volunteer leadership, martial arts development and positive community participation.

ALBERTA STORYTELLING

Join a distinctive event story that connects Calgary, Banff, Taekwon-Do heritage and international visitors.

HOW WE WILL WORK WITH PARTNERS

- Confirm the sponsorship level, category and included benefits in writing.
- Gather your preferred logo, web link, short company description and approved messaging.
- Coordinate signage, advertising and any on-site activation with the venue and event schedule.
- Provide a post-event summary of the sponsor recognition delivered.

BEST-FIT PARTNERS

We welcome conversations with businesses in tourism, transportation, food and beverage, accommodation, health and wellness, financial services, insurance, equipment, technology, printing, photography, media and other community-serving sectors. Category exclusivity is reserved for the Presenting Partner unless otherwise agreed in writing.

CUSTOM PARTNERSHIPS ARE WELCOME

We can combine cash and in-kind support or design a focused opportunity.



INVESTMENT LEVELS

Core sponsorship packages

All amounts are in Canadian dollars. Benefits are subject to final production schedules, venue approval and the terms on page 7.

PRESENTING PARTNER \$10,000 1 exclusive	• Top billing: "IIC Calgary 2027 presented by Sponsor Name" on approved event materials • Premier logo placement on the event website, key signage and digital communications • Category exclusivity • Advertising on all communication outlets • Approved display or activation space at the venue • Dedicated sponsor feature plus up to four scheduled social acknowledgements • Verbal recognition during opening and closing remarks • First option to support the Banff Legacy Experience
LEGACY PARTNER \$5,000 Up to 4	• Prominent logo placement on the event website, signage and selected communications • Advertising on all communication outlets • Approved display space, subject to venue availability • Dedicated sponsor feature plus up to two scheduled social acknowledgements • Verbal recognition during opening or closing remarks • Recognition connected to one agreed event feature or service
GOLD PARTNER \$2,500 Up to 8	• Large logo on the event website and sponsor signage • Advertising on all communication outlets • One dedicated social acknowledgement and inclusion in group thank-you posts • Option to provide an approved participant offer or item • Verbal group recognition at the event
SILVER PARTNER \$1,000 Open	• Medium logo on the event website and sponsor signage • Business name in the digital promotions • Inclusion in sponsor thank-you posts • Option to provide an approved participant offer
COMMUNITY SUPPORTER \$500 Open	• Business name or small logo on the sponsor webpage • Listing in the digital promotions • Inclusion in a collective sponsor thank-you post



FOCUSED OPPORTUNITIES

Put your brand behind a memorable event feature

These opportunities may be reserved within a core package or supported as a stand-alone partnership. Final inclusions will be confirmed in the sponsorship agreement.

OPPORTUNITY	VALUE	PRIMARY RECOGNITION
Banff transportation partner	\$5,000	Tour communications, approved bus signage, website feature and on-board acknowledgement.
Welcome experience partner	\$4,000	Welcome signage, selected communications and dedicated digital promotion.
Grand Master transportation partner	\$3,000	Recognition for supporting local transportation for senior guests and spouses.
Apparel Partner	\$2,500	Logo on approved event T-shirts
Meal or refreshment partner	\$2,500/day	Service-area, meal-communication and daily digital recognition.
Hydration partner	\$2,000	Hydration-station recognition and approved product presence where permitted.

IN-KIND SUPPORT

We welcome products or services that directly reduce approved event expenses. Recognition is based on the verified fair market value received and agreed in advance; partial in-kind support may be combined with cash.

HAVE ANOTHER IDEA?

Tell us what your business does best. A useful contribution can create a strong custom partnership.



PARTNERSHIP DETAILS

Clear expectations for every sponsor

We want each partnership to be straightforward, professional and valuable for both the sponsor and the event.

Confirmation and payment

A sponsorship is confirmed only after written acceptance by the organizing committee and receipt of payment according to the issued invoice. Applicable taxes, if any, will be shown on the invoice.

Production deadline

To receive all available printed benefits, sponsorship should be confirmed by July 15, 2027, with final logo and advertising artwork supplied by July 22, 2027. Later partners may receive digital recognition only where production has closed.

Artwork

Sponsors must provide a high-resolution vector logo (SVG, EPS or print-ready PDF preferred), brand guidance, web link and final advertisement artwork in the requested dimensions.

Approvals

All sponsor messaging, participant offers, displays, products and on-site activations require advance approval and must comply with venue rules, event policies and applicable law.

Availability

Exclusive and feature opportunities are assigned on a first-confirmed basis. Equivalent benefits may be substituted if an item becomes unavailable, with the sponsor's agreement.

Course eligibility

Sponsorship does not include eligibility to participate in the IIC. Any course registration must be completed separately and meet the applicable ITF requirements.

Changes and cancellation

If the event format, schedule or venue changes for reasons beyond the organizers' reasonable control, the parties will work in good faith to provide comparable recognition. Any refund or credit arrangement will be set out in the final sponsorship agreement.

Use of names and marks

Each party grants the other a limited right to use approved names and logos solely to deliver the agreed sponsorship. No endorsement beyond the partnership may be implied.

Tax treatment

Sponsorships are promotional partnerships and are not charitable donations unless separately confirmed in writing. Charitable tax receipts are not automatically issued.



NEXT STEP

Sponsorship expression of interest

Complete this page or contact info@aitfc.ca, Beth Gabriel at 403-808-9385, or Brandi Merritt at 403-894-7085. Final benefits will be confirmed in a sponsorship agreement and invoice.

BUSINESS / ORGANIZATION NAME

PRIMARY CONTACT AND TITLE

EMAIL

TELEPHONE

MAILING ADDRESS

SPONSORSHIP INTEREST

- | | |
|--|---|
| ☐ Presenting Partner - \$10,000 | ☐ Legacy Partner - \$5,000 |
| ☐ Gold Partner - \$2,500 | ☐ Silver Partner - \$1,000 |
| ☐ Community Supporter - \$500 | ☐ Focused opportunity |
| ☐ In-kind or custom partnership | |

Focused opportunity or partnership idea

Preferred contribution: \$ _____ cash \$ _____ in-kind value

Authorized
representative

Date

Signature

Organizing committee follow-up

