

# NASSM

Good Sport Makes Good Business  **TORONTO 2008**

## NASSM 2008 Highlights

The North American Society for Sport Management (NASSM) is constituted by over 400 academic members representing over 300 post-secondary educational institutions from North America and abroad.

The Society's annual conference is situated in a different locale each year dependent upon the site of the host institution. In 2008, Brock University will welcome over 400 delegates to Toronto from May 27<sup>th</sup> to June 1<sup>st</sup>.

The conference site is the Holiday Inn on King. This centrally located hotel and conference centre is adjacent to Toronto's major sporting facilities, restaurants, the theatre district, and shopping.

Conference highlights include a full-day industry workshop focusing on the role of sport philanthropy to achieve business objectives while 'giving back' to their respective communities. Partners in this unique event include, for example, the Sport Philanthropy Project, Right To Play, the Toronto Maple Leafs Fund, the Toronto Raptors Foundations and the Jays Care Foundation. The Hockey Hall of Fame will be the site of the Paton Service Award Ceremony and reception on May 30<sup>th</sup>, while Gretzky's restaurant will serve as the host venue for the International Reception on May 27<sup>th</sup>.

Host Institution:

**BROCK UNIVERSITY**

Location:

**TORONTO**

Dates:

**MAY 27 to JUNE 1**

Venue:

**HOLIDAY INN on KING**

No. of Delegates:

**400+**

### Contact Information:

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## Opportunities for Visibility at NASSM

Ensure your organization's presence at the conference by sponsoring one or more of the following events/activities:

- NASSM Golf or Tennis Tournament (May 27<sup>th</sup>)
- International Reception (May 27<sup>th</sup>)
- Good Sports Makes Good Business Industry Workshop (May 28<sup>th</sup>)
- Industry Keynote Addresses (May 29<sup>th</sup>, 30<sup>th</sup>, 31<sup>st</sup>)
- Delegate Continental Breakfasts (May 29<sup>th</sup>, 30<sup>th</sup>, 31<sup>st</sup>)
- Paton Award Ceremony at the Hockey Hall of Fame (May 30<sup>th</sup>)
- Zeigler Award Banquet (May 31<sup>st</sup>)
- Conference Booths (May 28<sup>th</sup> to 31<sup>st</sup>)

## Opportunities for Partnership Activation at NASSM

Tailor your organization's activation of your partnership with NASSM 2008 through the following opportunities:

- Presenting sponsorship of key events (Zeigler Banquet, Paton Award Ceremony, President's Luncheon, International Reception)
- Designated signage at conference, event, or activity venues (Hockey Hall of Fame, Gretzky's)
- Conference recognition (program, website, letterhead)
- Tickets to selected conference events and activities