



## The Sato Cup

In five short years, the Sato Cup has quickly established itself as the premier martial arts competition in the Pacific Northwest. Named in honour of one of Canada's most respected practitioners, Master Akira Sato, The Sato Cup is sanctioned by both Karate BC, the governing body for karate in British Columbia, and the National Karate Association.

However, the Sato Cup is much more than just a karate tournament. Attracting competitors from as far away as Quebec, the US, Japan and Argentina. Its goal is to foster the spirit of friendship and goodwill amongst competitors and countries.

Divisions range from beginners to black belts and include men, women and children. In addition to traditional kata (forms) and kumite (free sparring) , there is kobudo (weapons), entertainment, demonstrations, special guests and more. The final event of the day is the championship team kumite match between regions where the valuable Sato Cup trophy is awarded. Appealing to both the recreational and elite athlete alike, the success of this tournament is evident by its tremendous growth in popularity, participation and exposure.

### AT A GLANCE

- The premier martial arts event in the Northwest
- Sanctioned by Karate BC
- Goodwill competition
- Appeals to both the recreational and elite athlete
- Over 200% increase in participants since it's inception
- Hosted in Vancouver, British Columbia
- Includes entertainment and demonstrations
- Categories for kids and adults
- Annual tournament
- Venue easily accessible by car or transit



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Karate BC and Sport BC



## Demographics

As the premier martial arts competition in the Pacific Northwest, the Sato Cup draws participants from all over British Columbia as well as other parts of Canada and beyond. Backed by the international Seiko-Kai association, competitors include children, teens, and adult men and women. Our youngest participant has been just six years old whilst our oldest was a sprightly 76! Many adults are university educated and competitors tend to come from middle and upper middle income families.

Competitors under 18 years old comprise the largest demographic sector and typically arrive with family members who spend the day on site. Almost 25% of all competitors have to travel to Vancouver to compete and stay at least one night in a hotel/motel.

### AT A GLANCE

- 71% of all competitors are under 18 years old
- 58% of all competitors over 18 years old are male
- 42% of all competitors over 18 years are female
- 62% of all competitors reside in the Lower Mainland
- 15% of all competitors come from outside British Columbia
- 322 competitors entered the 2000 Sato Cup
- 520 competitors entered the 2001 Sato Cup
- 661 competitors entered the 2002 Sato Cup
- The Sato Cup draws over 1000 spectators to the event



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## Media Exposure

As with any successful sporting and entertainment event, generating positive publicity is key to increasing exposure for the sponsors. The Sato Cup is no exception. Our team of public relation specialists have developed an aggressive media strategy and effective media mix. Newspaper ads, posters, radio exposure, on site signage and promotion of the event through our web site and related links, all go towards promoting the event.

But that's just the beginning. We follow up with local television stations encouraging live interviews, broadcasts of the event on local cable access shows and television news coverage of the event itself. In the past, the event has garnered positive media coverage from a wide range of media outlets including Vancouver Shinpo, Ming Pao Newspaper, Shaw Cable and the North Shore News which dedicated a full page entirely to the Sato Cup.

### AT A GLANCE

- Newspaper advertising
- Full colour posters with sponsor identification
- Radio exposure
- On site signage programs
- Web site promotion
- Television news coverage
- Broadcast interviews
- An aggressive media relations campaign





## The World's Fastest Growing Sport

Next to soccer, Karate is arguably the fastest growing sport in the world. Recent figures indicate that over 80 million people in every country in the world practice one of the four main styles of karate.

Karate's popularity is partly due to the fact that it can be practiced by anyone. Young or old, male or female, at any fitness level. Karate training develops an increased level of health and fitness as well as improving character development in its participants. More importantly, due to the abundance and variety of training programs available, the amateur, recreational and elite level athletes can all participate in this popular martial art.

With the international movement to officially introduce karate for the 2008 Summer Olympics, its popularity will no doubt increase even more due to its exposure on the world's stage. Destined to become the most popular sport in the world, savvy marketers are already looking for sponsorship opportunities. Most notable has been Adidas, who was recently awarded the status of Karate's Official Olympic Sponsor.

### AT A GLANCE

- Over 80 million people practice karate
- Karate is practiced in over 300 countries in the world
- Over 5 million people practice karate in Canada alone
- Over 100 clubs belong to Karate BC
- Over 3000 people are members of Karate BC
- Karate may become an Olympic sport in 2008
- Karate can be practiced by anyone, any age
- Children and teens make up the largest sector of new members
- Amateur, recreational and elite athletes can participate
- Karate is more popular today than it ever was



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## History

Founded in Japan by Grandmaster Seiko Suzuki, Seiko-kai Shito Ryu Karate-Do was introduced in Vancouver, British Columbia more than 35 years ago by Master Akira Sato. Since then it has gained a following all over BC including the lower Mainland, Whistler, Vancouver Island and the interior. As Chief Instructor for Canada, Sato Sensei also presides over clubs in Ontario and Quebec, and has made it his mission to bring it to other parts of the world as well. To date, Washington State, California, Mexico, Argentina, Sri Lanka, India, Ghana and the Philippines have joined the international Seiko-kai organization.

The Sato Cup, named in honour of the tireless work by Mr Sato, was created to improve the quality of karate in Canada. It is meant to promote self-esteem and respect for others among youth, and gives everyone an opportunity for self-improvement and gain a better understanding for other cultures.

### AT A GLANCE

- Originally founded in Japan
- Brought to Vancouver over 35 years ago
- Branch clubs all over British Columbia
- Backed by a worldwide international association
- Created to improve the quality of karate in Canada
- Meant to promote respect for others among youth
- Opportunities to interact with other cultures



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