

2010 SPONSORSHIP PROPOSAL

MOUNTAIN EQUIPMENT CO-OP

BIG CHOP

Summer Paddle Series





WHAT IT'S ALL ABOUT...

Imagine. It's a Thursday evening and you just got off work. It was a stressful day and you need a release. You head to the beach as the sun is setting. 100 boats are lined up off of Kits Beach. Kayakers vs canoers vs outriggers are all set to battle the 7-10km course. Think Cannonball Run on water. The gun goes off, the race starts, the paddles churn the water, and the bow of the boats stir up the wake. Sweating, heart beating, adrenaline flowing. You finish. You smile. New friends, cold drinks, and tasty hot dog await you. What a night. The long workday is now the last thing on your mind. That's what the **Big Chop Summer Paddle Series** is all about...

SERIES DETAILS...

- Where:** Vanier Park in Vancouver, BC
- When:** Every second Thursday starting on April 29th and ending with the Series Championship on September 2nd.
- Time:** 6:00pm registration; 7:00pm race start; 8:30 awards & post race beach party.
- Cost:** \$10.00/racer (boat rental not included)
- Distances:** 4km Little Chop & 8km Big Chop
- Categories:** OC1, OC2, K1, K2, Open
- Prizes:** Tons of draw prizes after each race!
- Bonus Features:** MEC Clinics on select nights.
- Post Race Treats:** Free smokies and refreshments
- Results:** Race results, report, and photos will be posted on the website after every week.

THE ORGANIZERS...

The **Big Chop Summer Paddle Series** is owned and operated by Ryan Pogue of Pogue Sports and Bryan Tasaka of Mind Over Mountain Event Co.

OUR MISSION...

The mission of the **Big Chop Summer Paddle Series** is to organize a first class event that focuses on friendly competition while maintaining a fun and social atmosphere.

2010 SERIES SCHEDULE

- RACE #1** - Thursday, April 29th
- RACE #2** - Thursday, May 13th
- RACE #3** - Thursday, May 27th
- RACE #4** - Thursday, June 10th
- RACE #5** - Thursday, June 24th
- RACE #6** - Thursday, July 8th
- RACE #7** - Thursday, July 22nd
- RACE #8** - Thursday, August 5th
- RACE #9** - Thursday, August 19th
- RACE #10** - Thursday, September 2nd
+ Series Championship & Party!

PROMOTION PLAN

A comprehensive marketing program will be executed to build brand awareness, encourage registration, and promote all of our sponsors. The Big Chop will use a combination of print, radio, TV, and the Internet to achieve our promotional goals. Specifically, large POP displays will be placed in MEC stores. The Big Chop will also be listed on the MEC website and promoted via their extensive database.



SPONSORSHIP OPPORTUNITIES

Title Sponsor

- INVESTMENT: \$5000 cash + 10 prize packages (\$150/prize)
- + Co-naming rights to the series
 - + Prominent Logo placement on all posters, post cards, ads, & website
 - + Product exclusivity
 - + Two banners on-site (supplied by sponsor)
 - + Logo on the "Thank You Sponsors" banner
 - + Banner ads on every page of the website with direct link to your website
 - + 6 BLOG feature posts about your company
 - + 4 complementary seasons pass for your staff
 - + Product demo opportunities at three of the events
 - + 10'x10' expo space at each event

Presenting Sponsor

- INVESTMENT: \$2000 cash + 10 prize packages (\$100/prize)
- + Presenting naming rights
 - + Prominent Logo placement on all posters, post cards, ads, & website
 - + Product exclusivity
 - + One banners on-site (supplied by sponsor)
 - + Logo on the "Thank You Sponsors" banner
 - + Banner ads on every page of the website with direct link to your website
 - + 5 BLOG feature posts about your company
 - + 3 complementary seasons pass for your staff
 - + Product demo opportunities at two of the events

Media Sponsor

- INVESTMENT: Advertising program
- + Prominent Logo placement on all posters, post cards, ads, & website
 - + Media category exclusivity
 - + Logo on the "Thank You Sponsors" banner
 - + Banner ads on 75% of the pages of the website with direct link to your website
 - + 4 BLOG feature posts about your company
 - + 2 complementary seasons pass for your staff or for on air giveaways.



Series Sponsor

- INVESTMENT: \$500 cash + 10 prize packages (\$100/prize)
- + Logo on posters, postcards, ads, & website
 - + Logo on the "Thank You Sponsors" banner
 - + Banner ads on 50% of the pages on the website with direct link to your website
 - + 2 BLOG feature posts about your company
 - + 2 complementary seasons pass for your staff
 - + Product demo opportunities at two of the events

Prize Sponsor

- INVESTMENT: 10 prize packages (\$100/prize)
- + Logo on posters & website
 - + Banner ads on 20% of the pages on the website with direct link to your website
 - + 1 BLOG feature posts about your company
 - + 1 complementary seasons pass for your staff



TO BECOME A SPONSOR, PLEASE CONTACT

POGUE SPORTS INC.

Ryan Pogue
ryan@poguesports.com
(778) 898-6976

MIND OVER MOUNTAIN EVENT CO. LTD.

Bryan Tasaka
bryan@mindovermountain.com
(604) 999-3331

www.bigchop.ca