

2013 SPONSORSHIP PROPOSAL

MOUNTAIN EQUIPMENT CO-OP



www.BigChop.ca

Our 2012 Sponsors



**MOUNTAIN
EQUIPMENT
CO-OP®**

SEAWARD
KAYAKS



ACCENT
+Performance Kayak Paddles



NRS



think



The Big Chop Experience...

WHAT IT'S ALL ABOUT

The Big Chop Summer Paddle Series is a ten race challenge for kayakers, outriggers, surfskiers, standup paddleboarders, and canoers. The first nine races occur every second Thursday evening and includes a Little Chop 4km course and a Big Chop 8km course.

The tenth and final race is the championship race and it will take place on Saturday, September 14th. Average attendance is projected to hit 90-100 paddlers per race for the first nine events and 200-300 for the finale.

SERIES DETAILS

When: Every second Thursdays from May 9 - Sept 5th @ 7pm
+ Championship race on Saturday, Sept 14th.

Where: Vanier Park in Vancouver, BC

Distances: 4km Little Chop & 8km Big Chop

Categories: SUP, Kayak, Surfski, Canoe, and Outrigger

OUR MISSION

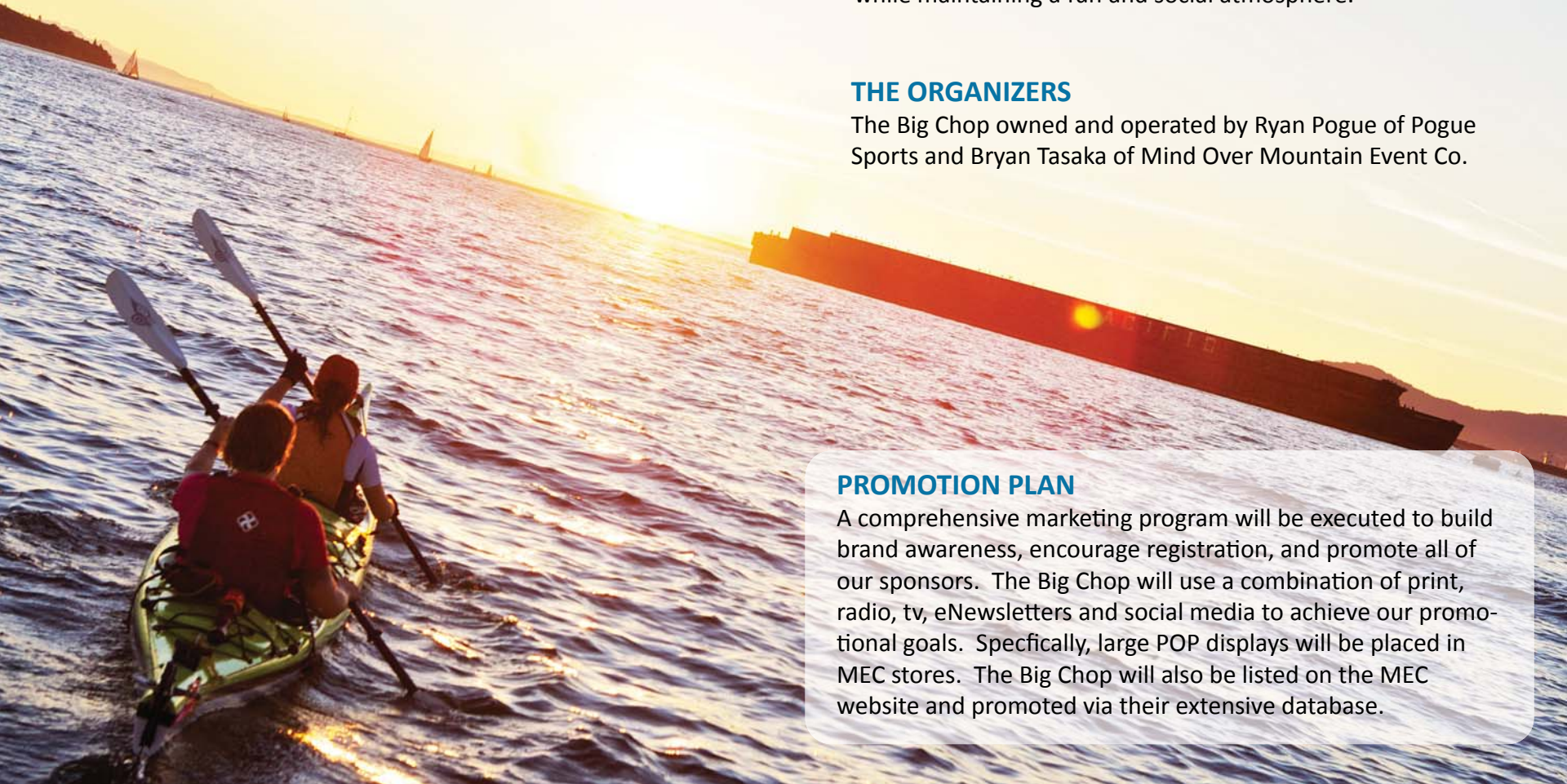
The mission of the Big Chop Summer Paddle Series is to organize a first class event that focuses on friendly competition while maintaining a fun and social atmosphere.

THE ORGANIZERS

The Big Chop owned and operated by Ryan Pogue of Pogue Sports and Bryan Tasaka of Mind Over Mountain Event Co.

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, eNewsletters and social media 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.



NEW! A Saturday Finale

RACE DETAILS:

When: Sept 14, 2013

Time: 11am - 4pm

Where: Vanier Park in Vancouver, BC

Distances: 7km & 15km

Total Paddlers: 300

New for 2013, the Big Chop series wraps up on a Saturday. This “championship” race will feature increased distances for both the Big Chop and Little Chop courses at 7km & 15km.

The finale will appeal to a much wider geographic region since it will be held on the Saturday allowing racers to travel in for the weekend.

Post race, participants will enjoy live music, food trucks, and a beer garden. At the award ceremony, the top three paddlers in each category will be recognized and we will give out all of the top prizes for the year.



TITLE SPONSOR

OPPORTUNITY

INVESTMENT: \$15,000 + prizing

OFFICIAL DESIGNATION

- Co-naming rights [i.e. XYZ Co. Big Chop Summer Paddle Series]
- Category naming rights [e.g., XYZ Co. BBQ Pit]
- Product / Category exclusivity
- First right of refusal when renewing sponsorship agreement

PROMOTIONAL RECOGNITION

- Logo on posters [qty 300] & postcard [qty 5000]
- Logo on billboards at Vancouver Ocean Sports compound
- Logo on all pages of the website
- Logo with link on the Sponsor Page of website with a brief description of your company
- Banner advertisement on every page of the website
- Logo on the main header of the website
- Your company featured on the Big Chop Facebook page
- Prominent name and logo placement on the header of all eNewsletters [sent to over 7,000 recipients and growing]
- Acknowledgment as the Title Sponsor in all radio commercials, TV, press releases, and media interviews
- Featured in Big Chop post race blog report

RACE DAY RECOGNITION

- Opportunity to setup a 10'x10' expo space at every race
- Opportunity to display corporate promotional material / samples on the registration table at every race
- Logo on "Thank You Sponsors" sign
- Logo on "Info & Rules" sign
- Logo on "Paddler of the Night" sign
- Company banner displayed at every race
- Verbal acknowledgement at the awards ceremony
- Logo on the awards stage backdrop
- Logo on racer maps
- Logo on racer numbers
- Logo on all official event t-shirts

ADDED RECOGNITION

- Complimentary race entries [4 per race]
- Invitation for a company representative to be a medal presenter at the awards ceremony [final race only]

SOLD to



Presenting Sponsor

OPPORTUNITIES: 1

INVESTMENT: \$8,000 + prizing



OFFICIAL DESIGNATION

- Presenting naming rights [i.e. Big Chop Summer Paddle Series presented by XYZ Co.]
- Product / Category exclusivity
- First right of refusal when renewing sponsorship agreement

PROMOTIONAL RECOGNITION

- Logo on posters [qty 300] & postcard [qty 5000]
- Logo on billboards at Vancouver Ocean Sports compound
- Logo on all pages of the website
- Logo with link on the Sponsor Page of website with a brief description of your company
- Logo on the main header of the website
- Your company featured on the Big Chop Facebook page
- Prominent name and logo placement on the header of all eNewsletters [sent to over 7,000 recipients and growing]
- Featured in Big Chop post race blog report

RACE DAY RECOGNITION

- Opportunity to setup a 10'x10' expo space [5 nights]
- Opportunity to display corporate promotional material / samples on the registration table at every race
- Logo on "Thank You Sponsors" sign
- Logo on "Info & Rules" sign
- Company banner displayed at every race
- Verbal acknowledgement at the awards ceremony
- Logo on the awards stage backdrop
- Logo on racer maps
- Logo on racer numbers
- Logo on all official event t-shirts

ADDED RECOGNITION

- Complimentary race entries [3 per race]
- Invitation for a company representative to be a medal presenter at the awards ceremony [final race only]

Category Sponsor

OPPORTUNITIES: 4

INVESTMENT: \$3,000 + prizing

OFFICIAL DESIGNATION

- Category naming rights [e.g., SUP, Kayak, Outrigger, or Surfski]
- Product / Category exclusivity
- First right of refusal when renewing sponsorship agreement

PROMOTIONAL RECOGNITION

- Logo on posters [qty 300] & postcard [qty 5000]
- Logo on billboards at Vancouver Ocean Sports compound
- Logo on all pages of the website
- Logo with link on the Sponsor Page of website with a brief description of your company
- Your company featured on the Big Chop Facebook page
- Featured in Big Chop post race blog report

RACE DAY RECOGNITION

- Opportunity to setup a 10'x10' expo space at two races
- Opportunity to display corporate promotional material / samples on the registration table at every race
- Logo on "Thank You Sponsors" sign
- Logo on "Info & Rules" sign
- Logo on "Paddler of the Night" sign
- Verbal acknowledgement at the awards ceremony
- Logo on racer maps

ADDED RECOGNITION

- Complimentary race entries [2 per race]
- Invitation for a company representative to be a medal presenter at the awards ceremony [final race only]



Dan Hamhuis (above) from the Vancouver Canucks taking on the Big Chop along with Manny Malholtra and Zach Kassian

BBQ Zone Sponsor

OPPORTUNITIES: 1

INVESTMENT: \$2,000 + prizing



OFFICIAL DESIGNATION

- XYZ Co. BBQ Zone
- Product / Category exclusivity
- First right of refusal when renewing sponsorship agreement

PROMOTIONAL RECOGNITION

- Logo on posters [qty 300] & postcard [qty 5000]
- Logo on billboards at Vancouver Ocean Sports compound
- Logo on all pages of the website
- Logo with link on the Sponsor Page of website with a brief description of your company
- Your company featured on the Big Chop Facebook page
- Featured in Big Chop post race blog report

RACE DAY RECOGNITION

- Opportunity to setup a 10'x10' expo space at two races
- Opportunity to display corporate promotional material / samples on the registration table at every race
- Logo on "Thank You Sponsors" sign
- Verbal acknowledgement at the awards ceremony
- Logo on racer maps

ADDED RECOGNITION

- Your logo prominently displayed on the BBQ Station Sign
- Complimentary race entries [2 per race]

Beer Sponsor

OPPORTUNITIES: 1

INVESTMENT: cold beer + prizing

OFFICIAL DESIGNATION

- Cold Beer sponsored by XYZ Co.
- Product / Category exclusivity
- First right of refusal when renewing sponsorship agreement

PROMOTIONAL RECOGNITION

- Logo on posters [qty 300] & postcard [qty 5000]
- Logo on billboards at Vancouver Ocean Sports compound
- Logo on all pages of the website
- Logo with link on the Sponsor Page of website with a brief description of your company
- Your company featured on the Big Chop Facebook page
- Featured in Big Chop post race blog report

RACE DAY RECOGNITION

- Opportunity to setup a 10'x10' expo space at two races
- Opportunity to display corporate promotional material / samples on the registration table at every race
- Logo on "Thank You Sponsors" sign
- Logo on "Info & Rules" sign
- Logo on "Paddler of the Night" sign
- Verbal acknowledgement at the awards ceremony
- Logo on racer maps

ADDED RECOGNITION

- Prominent branding around the Beer Cooler Station
- Complimentary race entries [2 per race]
- Invitation for a company representative to be a medal presenter at the awards ceremony [final race only]



Media Sponsor

OPPORTUNITIES: TV, Radio & Print

INVESTMENT: Promo Support



OFFICIAL DESIGNATION

- Media Sponsor of the Big Chop
- Product / Category exclusivity
- First right of refusal when renewing sponsorship agreement

PROMOTIONAL RECOGNITION

- Logo on posters [qty 300] & postcard [qty 5000]
- Logo on billboards at Vancouver Ocean Sports compound
- Logo on all pages of the website
- Logo with link on the Sponsor Page of website with a brief description of your company
- Your company featured on the Big Chop Facebook page
- Featured in Big Chop post race blog report

RACE DAY RECOGNITION

- Opportunity to setup a 10'x10' expo space at two races
- Opportunity to display corporate promotional material / samples on the registration table at every race
- Logo on "Thank You Sponsors" sign
- Verbal acknowledgement at the awards ceremony

ADDED RECOGNITION

- Complimentary race entries [2 per race]

Prizing Partner

OPPORTUNITIES: 5

INVESTMENT: 10 prize packages (min \$50/each)

OFFICIAL DESIGNATION

- Prizing Partner of the Big Chop

PROMOTIONAL RECOGNITION

- Logo with link on the Sponsor Page of website with a brief description of your company
- Your company featured on the Big Chop Facebook page

RACE DAY RECOGNITION

- Logo on “Thank You Sponsors” sign
- Verbal acknowledgement at the awards ceremony when your prize is awarded

ADDED RECOGNITION

- Complimentary race entries [1 per race]

On the Big Chop start line with a hundred paddlers and the Burrard Street Bridge in the background.



Making the Commitment

TO BECOME A SPONSOR, PLEASE CONTACT

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