

# 2007 SPONSORSHIP PROPOSAL

# BIG CHOP

Summer Paddle Series

presented by:



POGUE SPORTS CANOE CLUB 





## 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 chili 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:** Kits Beach in Vancouver, BC

**When:** Every second Thursday starting on May 17th and ending with the Series Championship on September 20th.

**Time:** 5:45pm registration; 6:30pm race start; 7:45 awards & post race beach party.

**Cost:** \$9.00/racer (boat rental not included)

**Categories:** OC1, OC2, K1, K2, Open

**Series Points:** Collect points in each race for the series title.

**Prizes:** Tons of draw prizes after each race!

**Bonus Features:** Demo Days and Clinics on select nights.

**MOMAR Adventure Nights:** Some nights will feature an optional Orienteering run mixed in with the paddle. Great training for adventure racers!

**Post Race Treats:** Big Chop Punch and tasty vegetarian chili!

**Results:** Race results, report, and photos will be posted on the website after every week.

## 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.

## 2007 SERIES SCHEDULE

**RACE #1** - Thursday, May 17th  
+ Opening night. 7km race. Demo Day.

**RACE #2** - Thursday, May 31st  
+ 8km race and paddle clinic

**RACE #3** - Thursday, June 14th  
+ 7km paddle and optional orienteering run

**RACE #4** - Thursday, June 28th  
+ Demo Day. 10km race.

**RACE #5** - Thursday, July 12th  
+ 8km race and paddle clinic

**RACE #6** - Thursday, July 26th  
+ 7km paddle and optional orienteering run

**RACE #7** - Thursday, August 9th  
+ Demo Day. 10km race.

**RACE #8** - Thursday, August 28th  
+ 8km race and paddle clinic

**RACE #9** - Thursday, September 6th  
+ 7km paddle and optional orienteering run

**RACE #10** - Thursday, September 20th  
+ Series Championship! 10km race.

## 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.



## **SPONSORSHIP OPPORTUNITIES**

### **Title Sponsor - \$5,000+**

- + Co-naming rights to the series
- + Prominent Logo placement on all posters, post cards, ads, & website
- + Product exclusivity
- + Three banners on-site (supplied by sponsor)
- + Banner ads on every page of the website with direct link to your website
- + 10 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

### **Media Sponsor - Negotiable**

- + Prominent Logo placement on all posters, post cards, ads, & website
- + Media category exclusivity
- + Two banners on-site (supplied by sponsor)
- + Banner ads on 75% of the pages of the website with direct link to your website
- + 7 BLOG feature posts about your company
- + 3 complementary seasons pass for your staff
- + 10'x10' expo space at each event

### **Series Sponsor - \$1,500 - \$4999**

- + Logo on posters, postcards, ads, & website
- + Two banners on-site (supplied by sponsor)
- + Banner ads on 50% of the pages on the website with direct link to your website
- + 5 BLOG feature posts about your company
- + 2 complementary seasons pass for your staff
- + Product demo opportunities at two of the events

### **Prize Sponsor - \$500 - \$1499**

- + Logo on posters & website
- + One banner on-site (supplied by sponsor)
- + Banner ads on 20% of the pages on the website with direct link to your website
- + 2 BLOG feature posts about your company
- + 1 complementary seasons pass for your staff



## **PROMOTIONAL PLAN...**

**WEBSITE:** The Big Chop website ([www.bigchop.ca](http://www.bigchop.ca)) will be the main source of information for the series. All advertising and promotional campaigns will drive interested participants to our site. Site will go live on April 1st.

**ON-SITE IN KITS:** Extra large posters will be placed strategically in the high traffic areas along Kits Beach.

**BLOGGING:** The Big Chop will have its own blog that will feature all the latest news, race reports, sponsor products, and much more. We will work with the blogging community to spread the word.

**POSTERS & POSTCARDS:** 300 full colour posters and 5000 postcards will be distributed around the Lower Mainland concentrating on the North Shore, Downtown and Kits area.

**RADIO & TV:** We will be pursuing local radio and TV stations to join our sponsorship team in exchange for media coverage and promotions.

**MAGAZINE ADS:** We will place ads in May/June and July/August issues of Get Out There magazine (circulation 20,000).

**CROSS PROMOTION:** The series will be regularly promoted to the Mind Over Mountain and Pogue Sports database (6000 people) using HTML eNews-letters. We will also promote the series to every paddling club and adventure race series.



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***TO BECOME A SPONSOR, PLEASE CONTACT***

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