



HAYWOOD

Teck Sprints

2012 Haywood NorAm World Junior/U23 Trials

October 18, 2011

Dear "Potential" Sponsor or Partner,

The future members of Canada's cross country ski team will be descending on Callaghan Valley/Whistler Olympic Park from January 12 - 15, 2012 for the Haywood NorAm World Junior/U23 Trials. The 400 athletes will be vying for a spot on the National team to represent Canada at the World Jr/U23 Championships in Erzurum, Turkey in February 2012, as part of the path to becoming Olympians themselves.

Racers from across Canada, as well as local clubs and the Callaghan Valley Training Centre, will be lighting up the courses in sprints, mid and long distance events. The event is organized by the Callaghan Valley Cross Country Ski Club (CVCCSC), which is composed of members of cross country ski clubs in Vancouver, Squamish, Whistler and Pemberton.

On behalf of the CVCCS organizing committee, I invite your business or company to consider becoming a major sponsor for this prominent event. Your assistance plays an integral role in the development of youth through sport. Attached is an overview listing some of the details of our sponsorship package. You can also find more information about the event and the club on our website at www.callaghanxski.ca.

These races provide an excellent opportunity to promote your company. Our organizing committee is devoted to working with you towards the development of a sponsorship profile that will be mutually beneficial to both parties, and welcome the opportunity to discuss with you all of the options available and to explore the possibilities of a rewarding partnership.

Please don't hesitate to contact me if you have any questions and I will be sure to follow up with you regarding this package.

Thank you for your time,

Sherryl Yeager
Sponsorship Co-ordinator
Haywood NorAm WJT/U23 Trials 2012
604 730 1806
Sponsorship@callaghanxski.ca

Haywood NorAm World Junior/U23 Trails 2012 Sponsorship – Partner Program

1) Gold Sponsor - \$5,000 + (one only)

This level of commitment earns your company the title of Presenting Gold Sponsor for the Haywood NorAm World Junior/U23 Trials. The Presenting Gold Sponsor receives:

- Web Presence
 - Prominent recognition on CVCCSC's 2012 Haywood NorAm's website as a Presenting Gold Sponsor.
 - Link exchange between sponsor's site and <http://skinoram2012.com/> site
- Banners = up to 6 on-site for duration of the competition (sponsor provided)
- Press Releases
 - Presenting Gold Sponsor company name in all press releases.
- Presence during all race days
 - Logo on aggregate points leader bibs on second, and third race days.
 - Logo prominently displayed on results and start lists for all race days.
 - Acknowledgement by official announcer on each race day as the Presenting Gold Sponsor
 - Podium Backdrop – prominent feature ID on “Sponsor Panel”
 - Participation in Awards Presentation Ceremony for U23 category.
- Sponsor/Partner Recognition Board
 - Displayed as Presenting Gold Sponsor on board and a personalized thank-you plaque
- On Site Display/Sales
 - Available with sponsor supplied facility

2) Silver Sponsor - \$2,500 + (two only)

This level of commitment earns your company the right to be the presenting sponsor for a particular day of racing, such as the skiathlon, during the event. The Race Day presenting sponsor receives:

- Web Presence
 - Prominent recognition on 2012 Haywood NorAm's website as a Silver Sponsor.
 - Link exchange between sponsor's site and <http://skinoram2012.com/site>

- Banners = maximum 4 on-site for duration of the competition, provided by sponsor
- Presence during all race days
 - Acknowledgement by official announcer on each race day as Silver Sponsor
 - Participation in Awards Presentation Ceremony for sponsored event.
- On Site Display/Sales
 - Available with sponsor supplied facility
- Sponsor/Partner Recognition Board
 - Displayed as Silver Sponsor on board and a personalized thank-you plaque

3) Bronze Sponsor – \$1,000 +

- Web Presence
 - Prominent recognition on 2012 Haywood NorAm’s website as a Bronze Sponsor.
 - Link exchange between sponsor’s site and <http://skinoram2012.com/site>
- Banners = 2 on-site for duration of the competition, provided by sponsor
- Presence during all race days
 - Acknowledgement by official announcer on each race day as Bronze Sponsor
- Sponsor/Partner Recognition Board
 - Displayed as Bronze Sponsor on board

4) Support Team – \$350+

- Web Presence
 - Prominent recognition on 2012 Haywood NorAm’s website as “Support Team Sponsor”.
- Sponsor/Partner Recognition Board
 - Displayed as Support Team on board.

5) Cheering Section – \$100 to \$349

- Web Presence
 - Prominent recognition on 2012 Haywood NorAm’s website as part of the Cheering Section.