



2023 SPONSORSHIP PACKAGE

HERE ARE 5 REASONS WHY YOU SHOULD SPONSOR A YOUTH SPORTS ORGANIZATION

INCREASE AWARENESS OF THE COMPANY'S PRODUCTS & SERVICES

A FORM OF ADVERTISING

HELP KEEP THE COST OF YOUTH SPORTS LOW

OUTSTANDING VALUE FOR THE DOLLARS INVESTED

BUILD GOODWILL

OKOTOKS BMX IS A 100% VOLUNTEER RUN ORGANIZATION, THAT PROMOTES AN ACTIVE & HEALTHY LIFESTYLE TO ANYONE AGES 4-94 WHO WANTS TO LEARN BMX RACING.

WHAT MAKES US UNIQUE IS THAT WE HAVE PARTNERED WITH THE TOWN TO ALLOW RESIDENTS OF OKOTOKS & SURROUNDING AREAS TO UTILIZE THE TRACK WHEN NOT IN USE BY THE CLUB.

WE ARE SOLELY RESPONSIBLE FOR FUNDING THE ENTIRE OPERATION & MAINTENANCE OF THE TRACK. THIS INCLUDES HOSTING WEEKLY PRACTICES & RACE NIGHTS.

OUR ORGANIZATION SUPPORTS ON AVERAGE 80-120 FAMILIES IN THE FOOTHILLS AND CALGARY AREA.

OUR TRACK HAS PUT OKOTOKS ON THE MAP IN THE BMX COMMUNITY AND IS NOW ELIGIBLE TO HOST PRESTIGIOUS BMX EVENTS SUCH AS PROVINCIALS & CANADA CUP RACES – BRINGING IN AT LEAST 400 FAMILIES TO THE TOWN ON A WEEKEND.

AS WE BEGIN ANOTHER BMX SEASON, WE INCUR MANY EXPENSES. ON AVERAGE, OUR ANNUAL COSTS RANGE BETWEEN \$20,000 - \$60,000 EVERY YEAR. WHILST WE HAVE OTHER FUNDRAISING INITIATIVES, WE RELY ON THE AID OF ALL BUSINESSES ALIKE TO HELP KEEP OUR ORGANIZATION ALIVE.

FOR THAT, WE LOOK TO THE LOCAL COMMUNITY FOR BUSINESS SPONSORSHIP TO HELP US CONTINUE TO SUPPORT OUR OPERATIONS AND DEVELOPMENT OF THE TRACK.

THE FUNDS RAISED THROUGH THIS SPONSORSHIP PROGRAM WILL GO TOWARDS THE FOLLOWING:

- Improvement to the physical facility, and track safety
- Designated coaching courses for volunteer coaches
- Concession consumables
- Market and apparel program
- Race software
- Large race event costs

WE APPRECIATE YOU TAKING THE TIME TO READ THIS FLYER. OUR SPONSORSHIP PACKAGES ARE ON THE NEXT PAGE.



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THE PERKS	NOVICE \$300 - \$749	INTERMEDIATE \$750 - \$1499	EXPERT \$1500 - \$2999	ELITE \$3000 +
Company logo on website (with links)	✓	✓	✓	✓
Company logo to be displayed on any newsletters sent	✓	✓	✓	✓
Shout out on social media outlets	✓	✓	✓	✓
Logo displayed on sponsorship banner at all weekly event nights	✓	✓	✓	✓
Logo on club jerseys	x	✓	✓	✓
Company name announced during intermission at race nights	x	x	✓	✓
Sponsor a lane: Have your logo displayed on our barrel gate at the top of our start hill, in your dedicated lane. ONLY 8 LANES AVAILABLE	x	x	x	✓
SPECIAL SPONSORSHIP OPPORTUNITIES (SEPARATE FROM ABOVE PACKAGES)				
Sponsorship of club stickerboards	Have your logo printed on our individual race placement sticker boards that are given out to all our riders. Available for sponsorships of \$750 and above. ONLY 2 AVAILABLE			
Sponsorship of club concession	Have your logo displayed in our busy concession. As well as company name announced during intermission at race nights. Available for sponsorships of \$1,500 and above. ONLY 2 AVAILABLE			
ALL DONATIONS ABOVE \$1000 WILL AUTOMATICALLY RECEIVE AN HONORARY JERSEY WITH YOUR COMPANY NAME ON THE BACK				