

# BE A CANADIAN CHALLENGE SPONSOR!

We would love to include you as one of our sponsors. There could be many benefits to you. Depending on the level of sponsorship, these could include:

- Inclusion in media announcements, promotional literature and promotion of the event. The exposure and positive association that comes with our marketing would promote your image and identify your organization as a proud supporter of northern initiatives.
- An invitation to be part of the Musher's Banquet, Awards Breakfast and more. This could be a great way to reward employees or to host clients.
- Your company's logo on a dog box banner.
- Name and logo on printed materials and on our website.
- Acknowledgements on the public address system at start and finish of the race.
- You would also be helping the north celebrate its heritage, natural beauty, culture, traditions and hospitality.

**We invite you to join us at the highest level you are comfortable with.**

<b>CANADIAN CHALLENGE 2012</b>		Named in media announcements	Name/Logo Print	Name/Logo Website	Photo Recognition	Commemorative Photo	Banners (Start/Finish/Banquet)	Banquet/Breakfast Tickets	Link to your website	Dog Box signage	Present Major Prizes	Speaker Opportunity	MC Opportunity
Title Sponsor	\$20,000+	✓	✓	✓	✓	✓	V. Large	Up to 8 of each	✓	✓	✓	✓	✓
Lead Dog Sponsor	\$10,000+	✓	✓	✓	✓	✓	V. Large	Up to 6 of each	✓	✓	✓	✓	✓
Point Dog Sponsor	\$5,000 +	✓	✓	✓	✓	✓	Large	Up to 4 of each	✓	✓	<div style="background-color: #FFD700; padding: 10px; text-align: center;"> <b>PLEASE JOIN US</b>  <b>AT THE LEVEL YOU FIND APPROPRIATE!</b> </div>		
Wheel Dog Sponsor	\$2,000+		✓	✓	✓	Medium	Up to 3 of each	✓	✓				
Team Dog Sponsor	\$1,000 +		✓	✓	✓	Small	Up to 2 of each	✓	If enough sleds				
Big Dog Sponsor	\$500 +		✓	✓									
Friends of the Race	0 - \$500		✓	✓									

**THE DOGS, MUSHERS & ORGANIZERS THANK YOU!**

## **EVENT GOALS & OBJECTIVES**

- 1. To implement a high quality sled dog event that appeals to both experienced and inexperienced mushers, to provide a venue for mushers of all abilities to hone and test their skills, and to encourage junior mushers to carry on the sport.**
  - Conduct a targeted registration promotion and recruitment process to attract 25 12-dog teams for the 2012 event and 30 teams for the 2013 event.
  - Conduct a sponsorship/funding drive to attain commitments for \$60,000 for the 2012 race, and commitments of \$40,000 for the 2013 event by May 30, 2012.
- 2. To increase knowledge and interest among the general public for the sport of dog sledding, winter in the north, and Canadian wilderness heritage.**
  - Develop race functions that encourage public participation and interaction with the teams for the 2012 and 2013 events.
  - Provide a variety of promotional activities to increase public knowledge and enthusiasm about the event, northern winter activities and dog sledding history during fall/winter of 2011/12 and 2012/13.
  - Encourage, empower and support host site involvement in the event and in the promotion of northern winter activities, wilderness heritage and the sport of dog sledding.

or check our web site at [www.canadianchallenge.com](http://www.canadianchallenge.com)

Email: [aurora@sasktel.net](mailto:aurora@sasktel.net)

(306) 425-3826

**La Ronge Race Office:**

Email: [race@canadianchallenge.com](mailto:race@canadianchallenge.com)

(306) 763-1539

**Prince Albert Race Office**

If you would like to talk to one of the board members, or for more information, please call:



# **CANADIAN CHALLENGE SLED DOG RACE SPONSORSHIP GUIDE**