

Revelstoke Paddlesport Association

P.O. Box 78, Revelstoke, BC, V0E 2S0
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website: www.paddlerevelstoke.ca

The first David Thompson Paddlesport Classic will take place over the third weekend of August (August 18-20). Participants will paddle and portage 125km following the path of explorer David Thompson's canoe on the Columbia River (Lake Revelstoke) from Mica Creek to the finish line above Revelstoke over three days. More than a race, the "Classic" is expected to become an annual highlight experience with a maximum field of over 200 canoes, kayaks, war canoes, SUP's and row boats - over 600 participants with their family and friends. Many participants will be coming from outside of Revelstoke and will be looking for food, lodging and other services while in the area.



Lake Revelstoke, being long and narrow, is ideal for this kind of event and the old abandoned big bend highway is ideal for short portages to break up the paddling. Furthermore the David Thompson Paddlesport Classic will connect history, awesome mountain scenery and a superior recreational paddling experience in keeping with Revelstoke's superior hospitality and friendliness.

The event will not only attract marathon and competitive canoe enthusiasts but also a large contingent of "in it to finish" folks in the OPEN TOURING Class. Boat classes, course maps and other information can be found on our web site at www.paddlerevelstoke.ca

We need support from hotels, motels, bed & breakfasts, restaurants, pubs, campgrounds and other local businesses to make the event a success. You can advertise on our web site, in the INFORMATION AND ENTRY FORM and the PADDLERS' GUIDE. Consider the exposure your business will receive by being a sponsor. Details follow on the next pages. If you have any questions about the event, or how we can help you please call me.

The Revelstoke Paddlesport Association is a not-for-profit BC Society whose purpose is to develop, provide and promote recreational and competitive paddle sports activities and events in and around the city of Revelstoke.

A handwritten signature in blue ink, appearing to read "Bill Pollock". The signature is fluid and cursive.

Bill Pollock
President



REVELSTOKE PADDLESPOK ASSOCIATION

Post Office Box 78

Revelstoke, B.C. V0E 2S0

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The **David Thompson Paddlesport Classic** provides you with a terrific direct promotional opportunity to over 2,500 active paddle sport enthusiasts, their pit crews, family and friends! The following provides detailed information about the **David Thompson Paddlesport Classic** sponsorship and advertising opportunities to receive maximum exposure for your advertising dollar.

Besides sponsorship there will be two documents available to advertise your message. The first is the **Information and Entry Form**, which will be sent digitally or by mail to prospective participants. The second document is the **Paddlers' Guide** which will be printed in black and white and sent to all participants in mid-July.

Please refer to the following schedule. **Early commitments are guaranteed maximum exposure with a link on the www.paddlerevelstoke.ca web site.**

- **The web site is up and running now. The INFORMATION AND ENTRY FORM is also available in print or digitally. There is no deadline, but the sooner you get your ad and logo to us the more visibility you will have.**
- **July 1 is the deadline for inclusion in the Paddler's Guide**
- **August 1 deadline for inclusion in event racer packets and handouts at registration and/or at the BBQ awards ceremony**

In addition to direct financial support and contributions of goods and services, we welcome creative thinking in negotiating methods for you to get your message to the participants, volunteers and spectators of the **Classic**. Visibility opportunities are available at the daily start lines, along the route and at the finish line. For direct contact with the paddlers consider the organized supper Thursday evening at the United Church and/or at the post-race BBQ and awards ceremony on the playing field at Columbia Park Elementary School in Revelstoke on Sunday.

We look forward to assisting you in getting your message out to the ever increasing community of paddlers who will experience the positive nature of The Classic.

David Thompson Paddlesport Classic

CATEGORIES OF SPONSORSHIP

HOST SPONSOR: Designed for those organizations or individuals wishing to ensure the annual continuation of the event. Reference to all Hosts will be made on the front page of the web site, the **Information and Entry Form** document and on the **Paddlers Guide** and will include a full page ad or other message printed within both documents. Reference to all Hosts will be made at all racer meetings each day, and at the awards ceremony. Hosts are encouraged to promote or exhibit their products and services at the United Church supper on Thursday, at the BBQ and Awards ceremony at Columbia Park Elementary School on Sunday and provide literature and other small gifts for the participants packet.

Minimum contribution: \$2,000 in cash, products or services

DAY SPONSOR: Designed for organizations interested in connecting with the positive community spirit of the event. Three opportunities are available (Friday, Saturday and Sunday). Reference to all Day Sponsors will be made for their day on the web site, on all electronic and printed materials, at the racer meetings, and are encouraged to promote or exhibit their products and services at the BBQ and awards ceremony at Columbia Park Elementary School on Sunday and provide literature for the racer packet. Day sponsors will receive a half-page ad space in the **Paddlers Guide**.

Minimum contribution: \$1,000 in cash, products or services

CLASS SPONSOR: Designed for organizations with specific interest in one of the boat categories. Please see our web site for boat class specifications. 17 opportunities are available:

1 Person Row boat, 2 Person Row boat, C-2 Recreation canoe, C-1 Stock canoe, C-2 Family canoe, C-3 Family canoe, C-2 Stock canoe, C-1 Amateur Racing canoe, C-2 Amateur Racing canoe, Solo Recreation canoe, Touring Kayak, Unlimited Kayak, 2 Person Kayak, C-4 Stock canoe, C-4 Open canoe, Voyageur Canoe, Stand-up Paddle Board, 3-Day Open Touring canoe, kayak or row boat. Reference to all class sponsors will be made in the **Paddlers Guide**, at racer meetings, at the Start line each day and at the awards ceremony. Race Class Sponsors may exhibit small goods or services but no boats at the Thursday supper and boats at the BBQ and awards ceremony at Columbia Park Elementary School playing field on Sunday. Class Sponsors will receive a quarter-page ad space in the **Paddlers Guide**.

Contribution: \$300 in cash, products or services

PORTAGE FOOD SPONSOR: Designed for businesses and organizations interested in assisting race organizers by providing and passing out snacks, energy food, and liquid refreshment to race participants. Six opportunities are available: Beginning of portage at Bigtooth Creek Day 1, Finish line at Goldstream Creek Day 1, End of portage near Downie Point Day 2, Finish line near Mars Creek Day 2, End of portage at Wadey (Laforme) Recreation Site Day 3, and at the finish line at Five Mile Boat Launch Day 3. Reference to all Portage Food Sponsors will be made in all printed materials, at all racer meetings on the day of sponsorship and by providing literature, samples and demonstrations at the BBQ and awards ceremony at Columbia Park Elementary School playing field. Portage Food Sponsors will receive a quarter-page ad space in the **Paddlers Guide**.

Minimum contribution: \$500 in cash, products or services

VOLUNTEER SERVICES SPONSOR: The David Thompson Paddlesport Classic would not happen without the contributions and dedication of the many men and women who volunteer their time for this event. The RPA houses, feeds, clothes, and transports many of the volunteers during the four days of the event. Reference to Volunteer Services Sponsors will be a quarter-page ad or message in the **Paddlers Guide**, in all correspondence with volunteers, and at the volunteer dinner following the event.

Minimum contribution: \$500 in cash, products or services

POST-RACE BBQ EXHIBITOR: The Classic concludes with a large community gathering on the playing field of Columbia Park Elementary School in Revelstoke. A limited number of 10 foot x 10 foot spaces have been set aside for individuals or companies interested in promoting their goods and services here.

Minimum contribution: \$200 in cash

ADVERTISING

Your advertisement will appear in both the **Information and Entry Form** and the **Paddlers' Guide**. Rates are from \$40 for 1/18 page to \$250 for a full page. Ideal for pubs, restaurants, food and drink suppliers and lodging accommodations in and around Revelstoke. Your logo with a brief message will also appear on our web site under one of the following headings: **Tourist attractions; Restaurants and Pubs; Lodging; or Services** with a link to your web site. Send us your logo and message as a jpg or pdf file. We can scale it to the size of space you are paying for. Please note that the Paddlers' Guide will be printed in black and white only.

Additional Sponsor Benefits

You will receive exposure on paddlerevelstoke.com, in printed materials, press releases, and during the 4 days of the event in accordance with your sponsorship agreement. You are welcome to promote your product or service during the event with coordination of the race manager. All organizations investing \$300 or more receive an ad in the **Paddler's Guide** and can set up a 10' x 10' booth on the playing field of Columbia Park Elementary School in Revelstoke for the post-race BBQ and awards ceremony.

Be creative about your visibility in the **David Thompson Paddlesport Classic**. We can help you with advertising design. If you wish to hang banners you must get approval from the race manager. You can coordinate with us for items to give to participants in their registration packets like brochures, water bottles, key chains, flashlights, whistles, etc. You can also provide raffle prizes for a drawing at the post-race BBQ. We look forward to assisting you in getting your message out to the ever - increasing community of paddlers who have experienced the positive nature of paddling. We are open to special requests.

The RPA may host other events, time trials, clinics, stewardship projects, youth activities and paddling excursions in the future. We would like to offer you the opportunity to partner with us on all of these activities and attach your good name to the broad spectrum of our activities.

If you need more information about sponsorship or advertising, please contact Bill Pollock at (250) 814-7473 or billpollock40@gmail.com

Company/Name:		Address:		Phone
City:	Prov/State:	Post code:	Email:	
Please provide any instructions:				
SPONSORSHIP		ADVERTISING ONLY		
		INFORMATION DOCUMENT, PADDLERS' GUIDE AND WEBSITE		
Host	\$2,000	1/18 page	\$40	
Day	\$1,000	1/8 page	\$50	
Boat Class	\$200	1/4 page	\$100	
Food	\$500	1/2 page	\$185	
Volunteer SVS	\$500	Full page	\$250	
Contact person:		Send us a Jpg or pdf version of advertisement		
Signature:		Paddlers' Guide will be printed in black & white only		
Please make cheques payable to Revelstoke Paddlesport Association		For credit cards please use PayPal		

Save the completed form and send by email to billpollock40@gmail.com

or by snail mail to: Revelstoke Paddlesport Association, P.O. Box 78, Revelstoke, BC, V0E 2S0