



Bootleg Sled Dog Races Committee
c/o Brenda Birrell, 8640 Pighin Rd.,
Cranbrook, BC V1C 7C9
Phone: 250-919-3422
Website: www.bootlegsleddograces.ca
E-Mail: info@bootlegsleddograces.ca

2011 Sponsorship Program

The 'Bootleg Sled Dog Races' Sponsorship program is designed to allow anyone wishing to participate in the hosting of this event, the opportunity to be involved. Several sponsorship levels are offered with varying levels of recognition allowing every company or individual to support this event at a comfortable level given their own budgetary considerations. The 'Bootleg Sled Dog Races' Committee believes we have established a sponsorship program which provides significant value for the sponsorship dollar at each sponsorship level.

For those sponsorship levels where there is a limited number of the sponsorships available, sponsorships will be accepted on a first-come-first-served basis. For more information on our Sponsorship Program contact Brenda Birrell (250-919-3422) or e-mail the Committee at info@bootlegsleddograces.ca.

The affiliate charity of the Bootleg Sled Dog Races is the East Kootenay Friends of Children Fund. All monies raised over and above cost of facilitating the race will be donated to this foundation. The East Kootenay Friends of Children Fund is a local foundation serving the Kimberley, Cranbrook, Fernie and Elk Valley regions by providing funds to families with children battling cancer. The funds are provided to offset the cost of travel allowing parents and family to accompany the afflicted child for treatment. In some cases, local families have had to sell their homes or discontinue treatment due to a lack of funds available for travel. It is our belief that no child should forego treatment, travel alone or lose their homes in their time of crisis. We urge you to become a sponsor of these races and in so doing, help us provide vitally needed assistance to youth cancer victims in our region.



\$4000 Sponsorship (Platinum Sponsor)

- 10' by 10' booth space in the Bootleg Gap Golf Course Clubhouse
- Booth contents and manpower supplied by sponsor
- Setup on Friday, February 4 before 6 PM, Take down on Sunday, February 6 after 3 PM
- Sign at the Race Site (sign supplied by sponsor)
- Sign not to exceed 48 inches high by 96 inches wide, equipped with grommets
- Sign must be delivered to organizers by January 28, each year
- Recognition in all printed programs
- Business Logo prominently displayed on the Bootleg Sled Dog Races Website
- 'Bootleg Sled Dog Races Poster' for display at the Sponsor's place of business
- Recognition at mushers banquet Saturday night, you will be invited to say a few words
- Four (4) Limited Edition custom made Bootleg Sled Dog Race hats
- Invitation to hand out the awards at the Awards Ceremony on Sunday
- There are only 3 of these sponsorships available due to space limitations
- 3-year Commitment

\$1000 Sponsorship (Gold Sponsor)

- 10' by 10' booth space in the Bootleg Gap Golf Course Clubhouse
- Booth contents and manpower supplied by sponsor
- Setup on Friday, February 4 before 6 PM, Take down on Sunday, February 6 after 3 PM
- Sign at the Race Site (sign supplied by sponsor)
- Sign not to exceed 48 inches high by 96 inches wide, equipped with grommets
- Sign must be delivered to organizers by January 28, each year
- Recognition in all printed programs
- Business Logo prominently displayed on the Bootleg Sled Dog Races Website
- 'Bootleg Sled Dog Races Poster' for display at the Sponsor's place of business
- There are only 3 of these sponsorships available due to space limitations
- 3-year Commitment

\$500 Sponsorship (Silver Sponsor)

Sign at the Race Site (sign supplied by sponsor)

Sign not to exceed 36 inches high by 72 inches wide, equipped with grommets

Sign must be delivered to organizers by January 28, 2010

Recognition in all printed programs

Recognition on the Bootleg Sled Dog Races Website

'Bootleg Sled Dog Races Poster' for display at the Sponsor's place of business

\$250 Sponsorship (Bronze Sponsor)

Sign at the Race Site (sign supplied by sponsor)

Sign not to exceed 24 inches high by 48 inches wide, equipped with grommets

Sign must be delivered to organizers by January 28, 2010

Recognition in all printed programs

Recognition on the Bootleg Sled Dog Races Website

'Bootleg Sled Dog Races Poster' for display at the Sponsor's place of business

\$100 Sponsorship (Friends Sponsor)

Recognition in all printed programs

Recognition on the Bootleg Sled Dog Races Website

'Bootleg Sled Dog Races Poster' for display at the Sponsor's place of business

Merchandise Sponsorship

Recognition in all printed programs

Recognition on the Bootleg Sled Dog Races Website

Recognition associated with the donated item

Options

Mushers Meeting Draw Table – any item is acceptable – about 50 required

Most Sportsmanlike Musher – any item is acceptable – 1 item required

Bootleg Dinner Door Prize Draw - any item is acceptable – 1 item required

Bootleg Dinner Silent Auction - any item is acceptable - about 50 required

Trophy Options

Applies to All Trophy Sponsorships

Company representative may present the Trophy at the Awards Ceremony

Includes a perpetual trophy and keeper trophy

Recognition in all printed programs

'Bootleg Sled Dog Races Poster' for display at the Sponsor's place of business

Sign at the Awards Presentation Venue (sign supplied by sponsor)

Sign not to exceed 24 inches high by 48 inches wide, equipped with grommets

Sign must be delivered to organizers by January 28 each year

6-Dog Open Class Championship Trophy

\$300 sponsorship – 3 year commitment required

6-Dog Purebred Class Championship Trophy

\$300 sponsorship – 3 year commitment required

4-Dog Open Class Championship Trophy

\$300 sponsorship – 3 year commitment required

4-Dog Purebred Class Championship Trophy

\$300 sponsorship – 3 year commitment required

Skijoring Championship Trophy

\$300 sponsorship – 3 year commitment required

Junior Championship Trophy

\$300 sponsorship – 3 year commitment required

Notes:

All Sponsorship values are GST exempt.

Cash Value receipts will be issued by the Committee for all monetary sponsorships.

Retail value receipts will be issued by the Committee for all merchandise sponsorships.

All Sponsor Signs must be delivered to the Bootleg Sled Dog Races Committee.