



## ATTACHMENT B

# Sponsorship Package 2019 Season

## GET BEHIND THE GATE

Thank you for considering a Sponsorship with the Nanaimo BMX Association and the Get Behind the Gate project. This sponsorship package provides you and your organization the necessary information to ensure a good business case for sponsoring our non-profit society as we undertake one of the largest fundraising campaigns since we began with the goal of replacing our start gate and hill.

### About Nanaimo BMX

The Nanaimo BMX Association is a non-profit society incorporated under the Societies Act of the Province of British Columbia. The BMX Club operates under the umbrella of the BMX Canada sanctioning body. The Nanaimo BMX Association is a bicycle motocross facility located at Beban Park. It was developed to be accessible by all bike riders in the Nanaimo area. Our intent is to provide bikers with a safe and challenging place to ride and help eliminate the hazards of bike riding on streets and public pathways.

Most BMX racing is conducted on a dirt track of about 300 to 400 metres with a series of jumps. Up to eight cyclists compete in each qualifying race to determine eight finalists who meet for the championship. The sport of BMX provides riders with the opportunity to enhance their individual skills; competitively, socially, and physically. Our local membership is comprised of approximately 350 riders who live in the mid-island area between Coombs and Duncan. The facility attracts a variety of different age groups. Our club has riders attending our sanctioned races as young as 18 months and as "young at heart" as 70. BMX is a family sport that encourages both boys and girls; parents and other adults to race. BMX continues to garner interest with its inclusion in the Olympic Summer Games beginning in 2008.

We are entering our 30th year of operation this season, and thus have literally thousands of club alumni. One shining example is Steve Smith who was a UCI World Champion Downhill racer before his tragic passing in 2015. Steve's love for all forms of biking started at the Nanaimo BMX track and allowed him to develop his skills to become a World Champion. Another is Piper Graaten who is currently the National #1 Girl in Canada. She is also the current US and Canadian Champion for her age class. This is not an easy feat, but one she has accomplished the past 2 years. We are equally proud of our other alumni who have taken the lessons they have learned through their pursuit of excellence in sport and translated them into excellence in life.

Our facility attracts BMX bike riders, mountain bike riders, strider bikes and 10-speed bike riders. The track is open "free of charge" to the public during daylight hours with the exception of our weekly sanctioned race events and occasional special race weekends. We welcome everyone to our track and do not charge a spectators fee for any of our race events.



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**Our aim as a BMX club is to provide high quality, affordable, and safe programs within our facility that:**

- Builds the foundation of a healthy lifestyle and self-esteem in participants;
- Recognizes different biking abilities and interests as part of the skill development process;
- Encourages individuals to achieve their highest potential in BMX racing
- Recognizes the importance of a fun environment in everything we do;

**In order to foster our athlete's unique interests and skills, our club provides a number of different programs:**

- **Strider / Run Bike Racing** (ages 1 – 6) encourages participation, interaction and the development of a love for BMX racing and being on a bike.
- **District Racing** - Local Racers of all ages and abilities compete in these weekly races throughout the season, learning skills and sportsmanship, teaching the values of winning and losing, and encouraging all riders to have fun within a safe environment.
- **Provincial / National Racing** – Hosting of larger scale races in support of our racers who travel and compete on the provincial, national and even international level. These races also allow all club members to participate in a higher level of competition without additional travel requirements.

**Why does Nanaimo BMX Association need sponsorship and where will your dollars go?**

Nanaimo BMX needs to update our aging infrastructure, making our track safe, enjoyable and elevating its status once again to one of the top training facilities in the country.

The purpose of our Sponsorship program is to enable the Nanaimo BMX association to continue providing excellent programs and opportunities to our athletes at an accessible cost. With decreasing levels of government funding in the form of applicable grants, and dwindling fundraising dollars; sponsorship from our local businesses is vital to our existence.

Since moving the facility to our current location in 1989, very little has been done to keep the infrastructure up to date. The dirt has been moved and reshaped to change the riding environment; however, the same starting gate that was fabricated and installed by one of the founding families is still in place almost 30 years later. Times have changed and so has the technology. The Nanaimo BMX Association executive committee has highlighted safety as their number one concern and the need to upgrade the current BMX start gate to a barrel safety start gate as a priority enhancement to the facility. A barrel safety gate will ensure the safety of all riders in the case of a gate malfunction or accident. Safety gates eliminate the possibility of anyone flipping over the start gate and getting trapped underneath and thus provides a much safer environment for all using the facility.

Upgrading to a safety start gate will require a large capital investment; as well as, significant changes to our start hill. Our current start hill will require structural changes and upgrades in order to accommodate the barrel safety gate.

**We thank you in advance for considering our request.**



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### Potential Benefits of Sponsorship (based on Sponsorship level)

- Nanaimo BMX Website presence
- Facebook presence
- Instagram presence
- **Sponsored Race** – you will have the opportunity to have a regular season race named after your company. This will also allow you the opportunity to set-up an information kiosk/tent at the race, display equipment and educate the club about your company.
- **Signage at the track (Training & Race)** – Sign/Banner (provided by Sponsors) placed in prominent locations of fence and facilities around the track
- **Advertising on Moto Shed** – With a membership of over 250, and race host to many visiting riders & families, the Nanaimo BMX moto shed experiences a great deal of athlete and family traffic throughout the season and year-round.
- **Club Jersey: front or back** – your logo will be prominently placed on the Nanaimo BMX jerseys which are available for purchase and are popular amongst the club riders.

### Why Become a Sponsor for the Nanaimo BMX Association

You and your organization value and recognize that youth sport provides a building block for the future.

Your corporate vision, mission and values align with the Nanaimo BMX Associations values of:

- Excellence
- Expertise
- Sportsmanship
- Friendship
- Fun

You want to contribute to youth BMXing because you understand that it:

- Builds confidence and self esteem by teaching riders about and reaching goals;
- Teaches discipline by helping kids focus energy in a positive direction;
- Encourages individuals to achieve their highest potential;
- Recognizes the importance of a fun environment in everything we do as a BMX club;
- Is a good cause in the local community and provides a healthy, motivating, inspiring environment for youth to learn and grow and become active for life.

Our athletes...

- Love to ride their bikes!
- Range in age from 1 to 70
- Compete at the local, Provincial, National and International Levels and need your support, to help us maintain the facility that helps them fulfill their goals.
- Work hard and play hard, all in an effort to learn from the expertise of their peers and their coaches while striving for excellence in every step of the way.



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### Sponsorship Levels

LEVEL OF SPONSORSHIP	VALUE OF SPONSORSHIP	BENEFIT OF SPONSORSHIP
Named Sponsor	\$20,000 or Greater	<ul style="list-style-type: none"> <li>• ONE Sponsorship opportunity available</li> <li>• Exclusive sponsorship of start ramp (large logo painted on start ramp for a 5 year term)</li> <li>• Centre sign space** on start gate (~2 m x .7m for 5 year term)</li> <li>• Signage** at track (2 large signs on fence for 5 year term)</li> <li>• Sponsored race during a regular season race – opportunity to set-up tent with company info, equipment display etc. for term of sponsorship</li> <li>• Banner Flags** on track during racing (2 flags) for 5 year term</li> <li>• Advertising on website (interactive, large size)</li> <li>• Formal acknowledgement as Named Sponsor on:               <ul style="list-style-type: none"> <li>- Moto Shed</li> <li>- Start Hill and Start Gate</li> <li>- Newsletter &amp; club correspondence</li> <li>- Social media accounts</li> </ul> </li> <li>• Logo on club jersey for 5 year term</li> <li>• Club photo</li> </ul>
Platinum	\$5000 or Greater	<ul style="list-style-type: none"> <li>• Sponsored race during a regular season race – opportunity to set-up tent with company info, equipment display etc. for a 3 year term</li> <li>• Sign space** on start gate (~1 m x .7m for 3 year term)</li> <li>• Signage** at track (large sign on fence) for a 3 year term</li> <li>• Advertising on website (interactive, large size)</li> <li>• Formal acknowledgement as Platinum Sponsor on:               <ul style="list-style-type: none"> <li>- Moto Shed</li> <li>- Start Hill and Start Gate</li> <li>- Newsletter &amp; club correspondence</li> <li>- Social media accounts</li> </ul> </li> <li>• Logo on club jersey for a 3 year term</li> <li>• Club photo</li> </ul>
Gold	\$2500 or Greater	<ul style="list-style-type: none"> <li>• Signage** at track (large sign on fence) for a 2 year term</li> <li>• Advertising on website (interactive, medium size)</li> <li>• Formal acknowledgement as Gold Sponsor on:               <ul style="list-style-type: none"> <li>- Moto Shed</li> <li>- Newsletter &amp; club correspondence</li> <li>- Social media accounts</li> </ul> </li> <li>• Logo on club jersey for a 2 year term</li> <li>• Club photo</li> </ul>
Silver	\$1250 or Greater	<ul style="list-style-type: none"> <li>• Signage** at track (large sign on fence) for a 2 year term</li> <li>• Advertising on website (interactive, medium size)</li> <li>• Formal acknowledgement as Gold Sponsor on:               <ul style="list-style-type: none"> <li>- Moto Shed</li> <li>- Newsletter &amp; club correspondence</li> <li>- Social media accounts</li> </ul> </li> <li>• Club photo</li> </ul>
Bronze	\$500 or Greater	<ul style="list-style-type: none"> <li>• Signage** at track (small sign on fence) for a 1 year term</li> <li>• Formal acknowledgement as Bronze Sponsor on Moto Shed; as well as, our newsletter and social media accounts</li> <li>• Club photo</li> </ul>

\*\* Please note that all signage and flags need to be supplied by sponsors.





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### What we require from you as a sponsor

- Your financial and/or in-kind support
- Detailed information of contacts within your organization with whom our sponsorship coordinator can work with
- High quality company logo in .jpg/.tif and or vector format – Camera Ready
- Website address
- Signage as per agreement for advertising at the track

### Contact info

Keir Graaten | 250-741-4814  
thegraatens@shaw.ca

Chris Barfoot | 250-739-2949  
theextensionbarfoots@gmail.com

Glen Reed | 250-714-3132  
drglen@rwellness.ca

### Samples of sponsor advertising:

#### Start Hill Advertising



#### Start Gate Advertising



#### Sponsored Race



#### Banner Flags



#### Club Jersey

