



## Nakkertok Ski Association *Sponsorship Opportunities 2015-2016*

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### What is the Opportunity?

There are two types of corporate sponsorships possible with Nakkertok: cash and non-cash. The provision of a cash contribution represents an opportunity to obtain the most visible exposure possible for your organization throughout the year with all Nakkertok members. You can become a gold, silver or bronze corporate sponsor of Nakkertok.

### What a Nakkertok cash sponsorship includes:

<b>Bronze</b>	<b>\$1,500</b>	<ul style="list-style-type: none"><li>• Logo on Nakkertok program pages and website</li><li>• Corporate promotions advertised in Nakkertok communications materials</li><li>• Prominent Logo in the bi-weekly Nakkertalk publication</li><li>• Logo on the biannual Racing Program t-shirt (as a condition of logo placement the cost of the t-shirt is to be borne by the sponsor)</li></ul>
<b>Silver</b>	<b>\$5,000</b>	Above plus: <ul style="list-style-type: none"><li>• Links to your company on our website</li><li>• Significant website representation (size of logo and description)</li><li>• Logo on warm up clothing</li><li>• Logo on prominent signage at Nakkertok North &amp; South facilities (exact specifications (location and size) TBD between Nakkertok and the sponsor)</li><li>• Logo on Racing Program t-shirt (cost of t-shirt will be borne by Nakkertok)</li></ul>
<b>Gold</b>	<b>≥ 10,000</b>	Above plus: <ul style="list-style-type: none"><li>• Corporate name recognition and marketing efforts integrated with each of our programs and across the club and its events (branding, products, etc.)</li><li>• Founder status on Nakkertok Supporter Recognition wall in Chalet</li></ul>

## **Nakkertok cash sponsorship:**

### **Benefits for You**

Exposure to all 1,400+ members of Nakkertok through the year via: i) The Web, ii) Publications including the Nakkertok newsletter, iii) Clothing worn for warm up and training by all Nakkertok racers, and iv) sign(s) visible at the site throughout the year.

Your company's name will be mentioned as a corporate sponsor during all Nakkertok events in 2015-16.

### **Process for Providing Sponsorship**

The Director of Fundraising is responsible for the Sponsorship program at Nakkertok. The Director will finalize a formal agreement with you based on the details of this information sheet. Cash contributions will be payable to the Treasurer of Nakkertok.

A list of Nakkertok sponsors will be maintained by the Sponsorship Committee to identify all established club Sponsors with a summary of the status and understanding of any sponsorship agreement.

## Nakkertok Ski Association

### Event Sponsorship Opportunities 2015-2016

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#### What is the Opportunity?

Nakkertok hosts recreational and competitive cross-country ski races, which draw skiers from throughout the National Capital Region. For 2015-2016, Nakkertok is seeking to secure sponsors for the following events:

- **The Cookie Race – Sunday February 28 2016** – This event includes both recreational and competitive categories and is the largest children’s cross-country ski race in Canada for ages 4 and above. In 2015, there were more than 500 participants, each of whom received a cookie medal upon completion of the race.
- **The Weber Loppet – Sunday February 14 2016** – This event is a 31 km backcountry cross-country ski between our two facilities at Nakkertok North and Nakkertok South. The Weber Loppet typically attracts more than 200 participants.
- **Thea’s Race – Sunday March 6 2016** – This event, held annually in the memory of Thea Holloway, one of Nakkertok’s founders, is specifically targeted to promote women’s participation in cross-country skiing. This event attracts more than 140 competitors and provides opportunities for children and adults alike.

Nakkertok is seeking financial sponsors for these events at a minimum cost of \$1,000. Such sponsorships can either provide general support for the event or be targeted and recognized as supporting a specific aspect of the event (e.g., awards, snacks for participants, etc.)

#### What are the Benefits to You?

If you choose to sponsor a Nakkertok event, Nakkertok will provide the following opportunities for you to promote your company in return:

- Sponsor name on race notice and any promotion of the event
- Sponsor recognition on Nakkertok website (sponsorship event page, with website link)
- Sponsor opportunity for one advertisement in conjunction with the event in Nakkertalk (member newsletter)
- You have the option as sponsor to do the following:
  - Sponsor banner (if it meets specific criteria and provided by sponsor) and acknowledgement at event
  - Sponsor promotional material (provided by sponsor) distributed at event
  - Sponsor promotional tent at event

Please note that Nakkertok sponsors providing a discount for Nakkertok Members on products are also provided with the opportunity to provide SWAG (i.e., free samples of their product) for prizes/give-aways at Nakkertok events.

## **Nakkertok Ski Association**

### **SWAG Policy for Events – 2015 / 2016**

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#### **What is the Opportunity?**

SWAG are products given away free, typically for promotional purposes at select Nakkertok Events. From time to time Nakkertok programs will approach product and retail providers for SWAG.

#### **What Nakkertok Offers**

The various events at Nakkertok are heavily attended by our Nakkertok members, which provides retail providers an opportunity to market their products. SWAG is usually solicited for the following events:

- Fall Fun Run
- Weber Loppet
- Thea's Race

Retail outlets that are providing discounts to Nakkertok will be requested from time to time to provide SWAG items. Nakkertok will coordinate these requests. SWAG requests from other retailers will not be coordinated.

#### **Benefits for You**

This will provide exposure to all Nakkertok members and families attending events and an opportunity to market availability of promotions and discounts at your retail outlet or through other means of sale.

This also provides the retailer with an opportunity to maintain their presence and connection with the club.

#### **Process for Providing Sponsorship**

The Director of Fundraising is responsible for the Sponsorship program at Nakkertok. For coordination and consistency, the Nakkertok Program heads will follow this procedure:

- **Contact the Head of Sponsorship if they wish to approach a discount retail sponsor for Nakkertok.** The Head of sponsorship contacts program heads prior to September to develop a consolidated listing of "asks" of Nakkertok's official retail sponsors. The intent is to ensure there are not multiple individuals asking retailers at the same time.
- **Use a standard Nakkertok letter to approach other potential companies/donors for SWAG.** This ensures a consistent image and approach for Nakkertok.