



# OKOTOKS BMX CLUB

## 2024 SPONSORSHIP PACKAGE

OKOTOKS BMX IS A 100% VOLUNTEER RUN ORGANIZATION, THAT PROMOTES AN ACTIVE & HEALTHY LIFESTYLE TO ANYONE AGE 4 to 94 WHO WANTS TO LEARN BMX RACING

### 5 BENEFITS OF SPONSORING A YOUTH SPORTS ORGANIZATION

1. INCREASE AWARENESS OF THE COMPANY'S PRODUCTS & SERVICES
2. A FORM OF ADVERTISING
3. HELP KEEP THE COST OF YOUTH SPORTS LOW
4. OUTSTANDING VALUE FOR THE DOLLARS INVESTED
5. BUILD GOODWILL

What makes us unique is that we have partnered with the town to allow residents of Okotoks & surrounding areas to utilize the track when not in use by the club. We are solely responsible for funding the entire operation & maintenance of the track. This includes hosting weekly practices & district race nights. Our organization supports on average 80-120 families in the Foothills and Calgary area. Our track has put Okotoks on the map in the BMX community and is now eligible to host prestigious BMX events such as Provincials & Canada Cup races - bringing in at least 400 families to the town on a weekend. As we begin another BMX season, we incur many expenses. On average, our annual costs range between \$20,000 - \$60,000 every year. While we have other fundraising initiatives, we rely on

the aid of all businesses alike to help keep our organization alive. For that, we look to the local community for business sponsorship to help us continue to support our operations and development of the track. The funds raised through this sponsorship program will go towards the following:

- Improvement to the physical facility, and track safety
- Designated coaching courses for volunteer coaches
- Concession consumables
- Market and apparel program
- Race software
- Large race event costs
- In the next few years a new track will be necessary due to the water treatment plant expansion

#### CONTRIBUTOR

**\$100-  
\$499**

Business listed on website with link (if applicable)

#### BRONZE

**\$500-  
\$999**

Previous level exposure plus Small 2" logo displayed on club jerseys (donation must be received before jersey order is placed) and Shout out on Social Media

#### SILVER

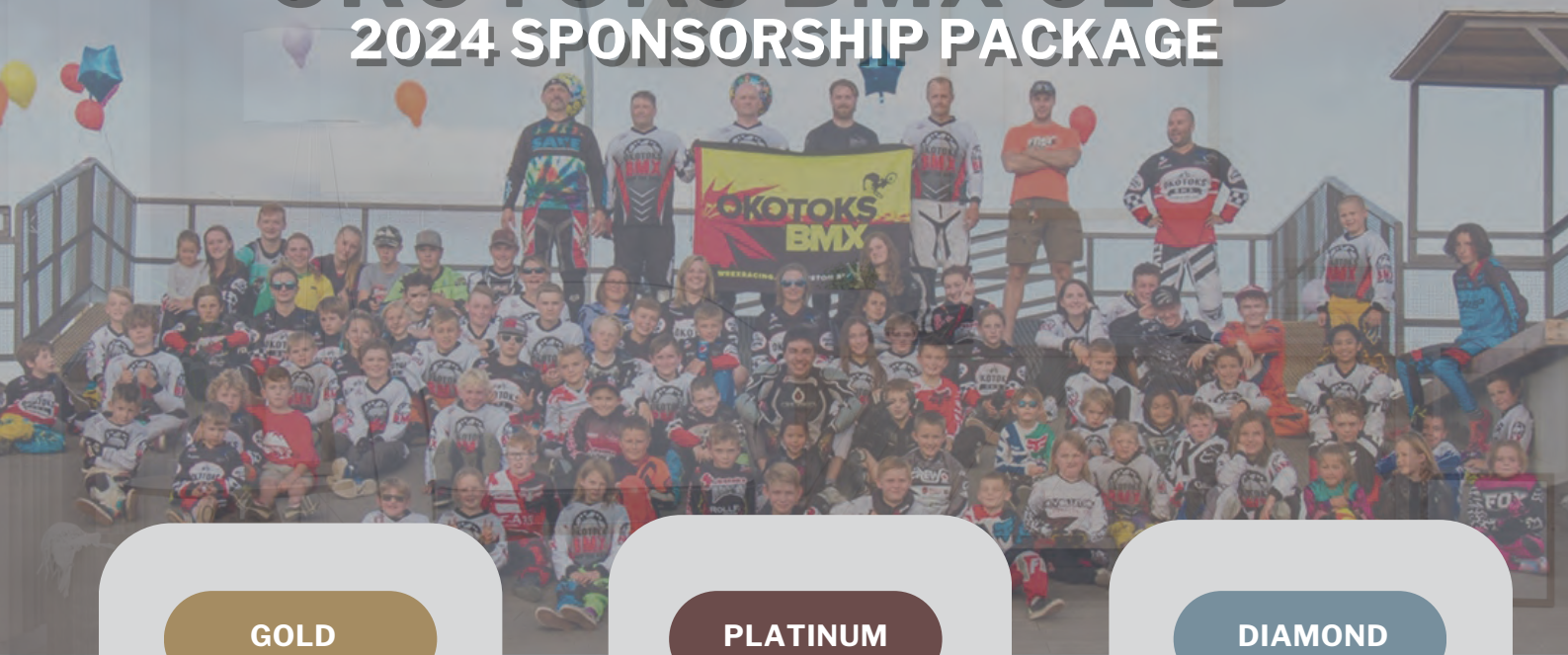
**\$1000-  
\$1999**

All previous levels of exposure plus Medium 4" Logo displayed on club jerseys (donation must be received before jersey order) and Company name announced at intermission of local events



# OKOTOKS BMX CLUB

## 2024 SPONSORSHIP PACKAGE



### GOLD

**\$2000-  
\$2999**

All previous levels of exposure plus the following:

you will get

Choice of Ground Level or Flag Event Signage at all Friday Night Lights, District and Provincial Races

Title Sponsor for one (1) District Race Night



### PLATINUM

**\$3000-  
\$4000**

All previous levels of exposure plus the following:

you will get

Choice of Ground Level or Flag Event Signage at all Friday Night Lights, District and Provincial Races

Title Sponsor for one (1) additional District Race night (2 Total)

First come first serve on title sponsor of a section of the track

### DIAMOND

**\$4000+**

All previous levels of exposure plus the following:

you will get

Choice of Ground Level or Flag Event Signage at all Friday Night Lights, District and Provincial Races

2 Dedicated Start Gate Lanes (Business Logo Decal) Only 4 available

First come first serve on title sponsor of a section of the track