

March, 2017



Re: 2017 Community Sponsorship Opportunity

Dear friend of Burloak,

My name is Lizzy Bates, Sponsorship Director for the Burloak Canoe Club.

We would like to invite you to become a sponsorship partner for the 2017 season. Your commitment to community support initiatives will help athletes and coaches continue their pursuit of excellence and offset club developmental and athletic costs.

Burloak is one of Canada's leading flat-water Olympic canoe-kayak racing clubs. We are a non-profit organization offering first-class training programs for over 200 canoe-kayak members and 1,500 dragon boat members annually, from novice to world and Olympic level. Burloak is a family club that is fueled by generations of proud, passionate and dedicated members.

Founded in 1989, the club has won 6 National Championships, and has finished in the top 3 in 19 out of the last 20 years. At the most recent National Championships Burloak claimed 26 gold medals and placed second overall in standings. We are committed to excellence through hard work, integrity and continually raising the bar.

This coming season the 2017 Canadian National Canoe Kayak Championships will be held at the International Flatwater Centre in Welland, ON. There will be local and national news coverage as well as live broadcasts from the event. This will provide a unique and extensive opportunity for exposure to our sponsorship partners.

We would like to present you with our 2017 sponsorship options on the following pages.

We appreciate your time in reading our letter and in reviewing our sponsorship options. Thank you for considering Burloak as not only a sponsorship partner but a community partner.

Warm regards,

Lizzy Bates
Sponsorship Director, Burloak Canoe Club
E-mail: sponsorship@burloakcanoe.com Phone: 416-707-4169

Sponsorship Packages

Whether you are self-employed, a small business or a large corporation, we have a sponsorship package that's right for you!

GOLD (\$5,000-\$10,000)

Passionate about excellence? Is your business looking for a unique experience to gain exposure, sponsor the highest performing athletes in your community and boost your brand?

- Complimentary Corporate team building day (dragon boat races, team building activities).
- Company logo on our top performing team boats and t-shirts to be worn on the podium at 2017 Canadian Championships.
- Get your company recognized with a logo on one of our 3 Dragon Boats - exposure to 1,500 team dragon boat paddlers aged 20-60. Boats paddle through Oakville Harbour and are exposed to downtown patrons, boat and harbour traffic, and to members of the Oakville Club and Oakville Sailing Club.
- Logo on our Sponsorship banner that will be featured at all Burloak events and races throughout the 2017 season.
- Logo on our website/social media shout out.
- Plaque for your business.



SILVER (\$2,500-\$4,999)

Calling all local companies wanting to get their name out there and gain exposure in the 20-60 year old demographic!

- 1 hour coached Dragon Boat practice for your employees or group of your choice.
- Get your company recognized with a logo on one of our 3 Dragon Boats- exposure to 1,500 team dragon boat paddlers aged 20-60. Boats paddle through Oakville Harbour and are exposed to downtown patrons, boat and harbour traffic, and to members of the Oakville Club and Oakville Sailing Club.
- Logo on four person club team boats.
- Logo on our Sponsorship banner that will be featured at all Burloak events and races throughout the 2017 season.
- Logo on our website/social media.
- Plaque for your business.



BRONZE (\$1,000-\$2,499)

Get your company or business recognized as a community support leader!

- Company logo on doubles team boats with exposure to downtown patrons, boat and harbour traffic, and members of the Oakville Club and Oakville Sailing Club
- Logo on our Sponsorship banner that will be featured at all Burloak events and races throughout the 2017 season.
- Logo on our website/social media.
- Plaque for your business.



COMMUNITY CHAMPION (\$500)

Are you a local business that wants to get involved and gain some exposure? This option is for you!

- Logo on our Sponsorship banner that will be featured at all Burloak events and races throughout the ~~2016~~ 2017 season.
- Logo on our website/social media.
- Plaque for your business.

YOUR LOGO HERE!!



OR HERE!!







***All cheques made payable to the Burloak Canoe Club**

***All sponsorship donations will be issued a receipt for promotional expense.**