

THE LAND OF LEGENDS

LOGGERS SPORTS SPONSORSHIP PACKAGE



About Cowichan Logger Sports

The Cowichan Exhibition is pleased to announce that during the 152nd Cowichan Exhibition Fair the third logger sports competition at the fair will take place since the 1980's. The Cowichan Exhibition is bringing the heritage sport competition back to the fair Saturday, September 12th, 2020. The theme of "The Land of Legends," is sure to bring out local favourites and many entertaining tales!

Logger sports competitions have been occurring in logging camps and communities for decades. So bringing the skills from the forest to a competition setting which celebrates British Columbia's logging history is a reason to get excited! Loggers and non-loggers alike come together to demonstrate their skills in friendly competitions. These competitions take place all over North America and attract local, national and international competitors. The events are fast and exciting ranging from power sawing to the ever popular speed climbing.



We hope that you will be able to assist in bringing this competition to the fair in the form of sponsorship. Whether your goal is to increase awareness of your company, further develop your local image or drive sales.

Our goal is to build a mutually beneficial relationship which exceeds your expectations. If you have any questions or require additional information please feel free to contact our office directly.



Loggers Sports-Land of Legends

COWICHAN EXHIBITION

7380 TRANS CANADA HWY DUNCAN, BC V9L 6B1

E COWEX@SHAW.CA W WWW.COWEX.CA T 250.748.0822 F 250.597.2670

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Dear Corporate Partner

The Cowichan Exhibition is excited to announce that this year we are hosting the 4th “Land of the Legends” Loggers Sports Show. Our goal is to bring a new level of entertainment to an already spectacular event. The Exhibition is celebrating its 152nd Fair and has been rooted in this community since 1868. We have grown to the point where we are the #1 premier community event hosting close to 18,000 guests in 2019.

This September the Exhibition will present the Loggers Sports competition on Saturday, Sept 12th, while the Laughing Loggers will be performing and carving up a storm on Friday, Sept 11th and Saturday, Sept 13th. Our amateur pole climbing contest, which debuted in 2019, will be back again this year with prize money of \$500. The Cowichan Valley has been home to many World Class Competitors including Ron Hartill, Jube Wickheim, Glen Barry, Bobby Walker, Marv Trudeau and many more.

Historically, logging has been the prime resource based industry in the Cowichan Valley. From the early days of hand logging and steam machinery to the present, logger’s sports provide the opportunity to depict the heritage of the industry both past and present.

Our event will provide a platform for the competitors to show their skills and amaze the crowds. The classes will range from Novice to Intermediate for both men and women. Open events will include Pole climbing, Axe Throwing, Double Sawing, Choker and Chop Saw competitions. The prize purse will be over \$20,000.00.

This event is huge and we need your support, we have put together a combination of packages to suit everyone’s needs. If you would like us to build a custom package please call and I would be happy to construct one to suit your company’s needs.

Thank you for helping us keep this heritage event in our community!

I look forward to hearing from you.

Sincerely,

Shari Paterson
Executive Director
Cowichan Exhibition



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Presenting Sponsorship \$6,000 (1 Opportunity)

Recognition as “Presenting Sponsor” of the Land of Legends Loggers Sports on all marketing & promotional materials

- Presenting Sponsors at the event.
- Exclusive Naming rights to the VIP Loggers Lounge
- Welcome message to be included in show program and on Website.
- Full page ad in Exhibition Catalogue
- Highly visible Signage in Lumber Yard
- Recommendation to on-site media to interview
- Exclusive Sponsor of Championship events
- 60'x 100' display space at the Exhibition.
- 10 complimentary weekend passes.
- 30 passes to the VIP Loggers Lounge.
- Opportunity to provide branded giveaways and or a promotional insert in the event program.
- Logo placement on Cow-Ex Website
- Recognition on all pre-show print ads and promotional material.
- Recognition on all on site sponsor signage
- Link to your company's website on sponsor's page
- Recognition in post-show thank you ads
- Incumbent rights for the following year's show.



Gold Sponsorship \$4,000 (4 Opportunities)

Recognition as “Gold Sponsor” of the Land of Legends Loggers Sports on all marketing & promotional materials

- Exclusive Event signage for the show.
- Your Choice of 6) Class Sponsorships
- ½ page ad in Exhibition Catalogue.
- 40' x 40' display space at the Exhibition
- 8 complimentary weekend passes.
- 20 passes to the VIP Loggers Lounge.
- Opportunity to provide branded giveaways and or a promotional insert for inclusion in the event program.
- Logo placement on Cow-Ex Website
- Recognition on all pre-show print ads and promotional material.
- Recognition on all on site sponsor signage
- Link to your company's website on sponsor's page
- Recognition in post-show thank you ads
- Incumbent rights for the following year's show.



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Silver Sponsorship \$2,500 (4 Opportunities)

Recognition as “Silver Sponsor” of the Land of Legends Loggers Sports on all marketing & promotional materials

- 4) dedicated Class Sponsorships
- ¼ page ad in Exhibition Catalogue.
- 20' x 20' display space at the Exhibition
- 6 complimentary weekend passes.
- 14 passes to the VIP Loggers Lounge.
- Opportunity to provide branded giveaways and or a promotional insert for inclusion in the event program.
- Logo placement on Cow-Ex Website
- Recognition on all pre-show print ads and promotional material.
- Recognition on all on site sponsor signage
- Link to your company's website on sponsor's page
- Recognition in post-show thank you ads
- Incumbent rights for the following year's show.



Bronze Sponsorship \$1,500 (unlimited)

Recognition as “Bronze Sponsor” of the Land of Legends Loggers Sports on all marketing & promotional materials

- 2) class Sponsorships
- Business card add in catalogue
- 10' x 10' display space at the Exhibition
- 4 complimentary weekend passes
- 10 passes to the VIP Loggers Lounge.
- Opportunity to provide branded giveaways and or a promotional insert for inclusion in the event program.
- Logo placement on Cow-Ex Website
- Recognition on all pre-show print ads and promotional material.
- Recognition on all on site sponsor signage
- Link to your company's website on sponsor's page
- Recognition in post-show thank you ads
- Incumbent rights for the following year's show.

Support Sponsorship \$500.00 - \$1000.00

- Show signage
- Website acknowledgment
- Media recognition opportunities
- In kind services



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Business Name	Date
Contact Name	Phone
Billing Address	Cell
City & Province	Postal Code
E-mail	Sponsor Package

Show Dates

Setup:	September 10	Thursday	11 am - 8 pm	
Show Days:	September 11	Friday	8 am - 10 pm	Laughing Logger Show
	September 12	Saturday	8 am - 10 pm	Competition
	September 13	Sunday	8 am - 4 pm	Laughing Logger Show
Tear Down:	September 13	Sunday	4 pm - 7 pm	

Sponsorship Levels:

Presenting Sponsor:	\$6,000 + \$300 GST = \$6,300
Gold Sponsor:	\$4,000 + \$200 GST = \$4,200
Silver Sponsor:	\$2,500 + \$125 GST = \$2,625
Bronze Sponsor:	\$1,500 + \$75 GST = \$1,575
Supporting Sponsor:	\$ _____

Method of Payment

Card Number	Cheque
Exp Date	Mastercard
Name On Card	Visa
Authorized Signature	Other

Fax application to: 250.748.0822 or email cowex@shaw.ca or mail to 7380 Trans Canada Highway, Duncan, BC V9L 6B1. Make cheque payable to Cowichan Exhibition.

For Office Use Only:

Final Payment \$ _____ Date Received _____ Receipt # _____

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