

# THE LAND OF LEGENDS

## 2025 LOGGERS SPORTS SPONSORSHIP PACKAGE



### About Cowichan Logger Sports

The Cowichan Exhibition is pleased to announce we are once again hosting the logger sports competition at the fair Saturday, September 13th, 2025. The theme of "The Land of Legends" is sure to bring out local favorites 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.



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*Dear Corporate Partner,*

The Cowichan Exhibition is excited to announce that this year we are hosting the 5th “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 157th 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.

This September the Exhibition will present the Loggers Sports competition on Saturday, Sept 13th. Our amateur pole climbing contest, which debuted in 2019, will be back again this year. 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, and Speed Chopping competitions. The prize purse will be over \$10,000.00.

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 \$5,000 (1 Opportunity)

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

- Presenting Sponsors at the event.
- Welcome message to be included in show program and on the Exhibition's 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 gate admission weekend passes.
- Opportunity to provide branded giveaways and or a promotional insert in the event program.
- Logo placement on the Exhibition's 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 \$3,500 (4 Opportunities)

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

- Exclusive Event signage for the show.
- (6) dedicated Class Sponsorships.
- ½ page ad in Exhibition Catalogue.
- 40' x 40' display space at the Exhibition.
- 8 complimentary weekend passes.
- Opportunity to provide branded giveaways and or a promotional insert for inclusion in the event program.
- Logo placement on the Exhibition's 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 the Exhibition's catalogue.
- 20' x 20' display space at the Exhibition.
- 6 complimentary weekend passes.
- Opportunity to provide branded giveaways and or a promotional insert for inclusion in the event program.
- Logo placement on the Exhibition's 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

### Bronze Sponsorship \$1,500 (unlimited)

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

- (2) dedicated Class Sponsorships.
- Business card ad in the Exhibition's catalogue.
- 10' x 10' display space at the Exhibition.
- 4 complimentary weekend passes.
- Opportunity to provide branded giveaways and or a promotional insert for inclusion in the event program.
- Logo placement on the Exhibition's 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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## LOGGERS SPORTS SPONSORSHIP PACKAGE

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

### Show Dates

Setup:	September 12	Friday	11 am - 8 pm
Competition	September 13	Saturday	10 am - 5 pm
Tear Down:	September 14	Sunday	4 pm - 7 pm

### Sponsorship Levels:

Presenting Sponsor: \$5,000 + \$250 GST = \$5,250  
Gold Sponsor: \$3,500 + \$175 GST = \$3,675  
Silver Sponsor: \$2,500 + \$125 GST = \$2,625  
Bronze Sponsor: \$1,500 + \$75 GST = \$1,575  
Supporting Sponsor: \$ \_\_\_\_\_

### Method of Payment

Card Number	Cheque	<input type="checkbox"/>
Exp Date	Mastercard	<input type="checkbox"/>
Name On Card	Visa	<input type="checkbox"/>
Authorized Signature	E-Transfer	<input type="checkbox"/>

Send completed application to [cowex@shaw.ca](mailto:cowex@shaw.ca) or to the mailing address below. Make cheque payable to Cowichan Exhibition. E-transfers can be sent to [cowex@shaw.ca](mailto:cowex@shaw.ca). Please put Logger Sports Sponsorship in the subject line.

### For Office Use Only:

Final Payment \$ \_\_\_\_\_ Date Received \_\_\_\_\_ Receipt # \_\_\_\_\_

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