



## Sponsorship Opportunities

### Background

2007 was the first year of the Covert Wake Jam, and it was huge! Due to its success, the Vancouver Water Ski Club was asked by Wakeboard and Water Ski BC to host this year's BC Wakeboard Provincials. The result is a combined Covert Wake Jam / BC Wakeboard Provincials 2008.

### Event Details

August 8-10, 2008

Hosted by the Vancouver Water Ski Club – Bedwell Bay  
(on the back side of Belcarra Park, up Indian Arm directly across the water from Deep Cove)

### Exposure

Competitors: 60-100  
Direct spectators: 250-350  
Non direct spectators: 500-1000

Sponsor logos will be displayed on the event website (<http://www.covertwakejam.com>), on posters to be put up in the community and local shops, and on the event t-shirt. Any other print, radio, or TV exposure will include sponsor logos and/or mentions.

Additional exposure will be through the Water Ski and Wakeboard BC website and sponsors' email distribution lists.

Competitors will come from all over the province, and the majority of spectators will be from the Greater Vancouver area. The demographic is varied, as a number of the spectators are young and will be attending the event with their parents. The majority of the competitors fall into the 19-25 age group.

### Previous Event Sponsors

Coors Light  
Mastercraft Tournament Boats  
Committed Board Shop  
BoardRoom Board Shop  
ICHOR Wakeboard Towers and Accessories  
Hyperlite Wake Mfg.  
Ronix Wakeboards  
Sector9 Skateboards  
XCEL Westsuits  
Dbot5 Wakeboard Tower Accessories

## Rider Lineup

In addition to amateur divisions, the event also includes the pros, who provide awe-inspiring tricks for the spectators.

Last year, our pros included Matt Bibby, Evan Park, James Balzer, Dustin O'Ferrell, Tanner Champion, Justin Pineau, Jordy Stubbs, Kurt Jesson, Jessie Finestone, Dan Elliott, and Alex Shanks.

## Sponsorship Levels

**GOLD:** \$1000 in cash and \$1000 in product  
Logo on event t-shirts, web and print materials  
Tent space at event (must be manned during main event hours)  
Premium banner location at site  
Audio mention during event

**SILVER:** \$500 in cash and \$500 in product  
Logo on event t-shirts, web and print materials  
Prominent banner location at site  
Audio mention during event

**BRONZE:** \$250 cash or product  
Logo on web and print materials  
Banners on site  
Audio mention during event

Note that large product items for any event may be chosen to sell at a silent auction to help fund the event. If so, sponsor names will be easily associated with products. Other product will be used as prizes.

## Web Site

The event website is <http://www.covertwakejam.com>. Links to it will be available through the Vancouver Water Ski Club site (<http://www.vwsc.org>), Water Ski and Wakeboard BC (<http://www.wswbc.org>), and Committed Board Shop (<http://www.committedboardshop.com>).

## Deadline

Confirmation of sponsorship must be received by Friday July 4 to include logos on t-shirts and other printed materials.

## Contacts

For more information on sponsorship opportunities, contact any of the following people:

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