

2008 USCA Nationals Sponsorships



The Event (August 5th through August 10th, 2008, Bristol, IN)

The USCA Nationals is a week long paddling event involving over 400 competitors with daily participation of 50 to 150 entrants from all areas of the United States and Canada. Most participants race multiple events over the course of the week. The events include youth and adult sprints, orienteering, a biathlon, 3 full days of marathon racing for kayaks and canoes, and the Barton Cup Youth Marathons. The USCA organization has been holding these events around the US for the last 4 decades. It has produced such athletes as Greg Barton a Double Olympic Gold Medalist (K-1 & K-2 1000 meters) in Seoul, Korea in 1988 who was the first American to win an Olympic Gold Medal in Kayaking.

Demographics

The USCA National Championships attract approximately 400 competitors, representing nearly 24 million Americans who participate in paddle sports annually. Although this is an elite level National Championship, the USCA attracts a broad spectrum of athletes from a variety of backgrounds with varying levels of conditioning. The family nature of paddle sports and the emphasis on youth account for this diversity in participation. Approximately 60% of the USCA membership is enrolled on a family plan which means that the bulk of these participants are between 30 to 55 years old with children between 1 to 18 years old. Of the remaining individual memberships, nearly 50% are in the 55 to 75 year age bracket displaying a broad range of outdoor interests for cross marketing opportunities such as biking, skiing, hiking, fishing, running and camping. The average family income of USCA members ranges between \$50,000/yr to \$150,000/yr.

Event Hosts (Matt & Mandy Streib owners of Fluid Fun Canoe & Kayaks Bristol, Indiana)

Matt Streib has over three decades of experience in canoeing, starting at age eight as a fledgling racer in the USCA. His kayak career began in 1976 with winning a place on the Sports Festival Team. He was a member of the Olympic Kayak Team in 1980, and continues to earn national championship titles in both canoe and kayak with more than 10 championship titles in various events over the last 10 years.

Mandy Streib is an avid canoe racer; she has been the women's Doubles Champion with her partner Connie (Barton) Cannon. She has won the mixed class for the last two years in the Ausable River marathon, a 120 mile test of endurance lasting over 16 hours.

Sponsorship Benefits

- Direct exposure to over 400 competitors from hundreds of US communities who are trend-setters affecting the purchasing trends of other outdoor enthusiasts in their home towns
- National and international exposure for the company through the internet
- Media coverage (local newspapers, TV and radio)
- Access to thousands of spectators both locally and nationally who are sports and outdoor enthusiasts
- Be identified as a promoter of health and fitness in our community
- Ability to use sponsorship links within your company's promotional advertising.

Sponsorship Levels

Premier Sponsor - \$7500 – one available

- Company name worked into logo verbiage developed for event (such as...“2008 Hammer Nutrition USCA National Canoe & Kayak Championships”)
- 1 full color banner produced
- Up to 10 banners displayed at event venues
- 1 promotional banner denoting sponsorship for placement at your business location
- Exclusive logo (except as noted below for Youth Sponsor) on all USCA Nationals materials (where practical) as “presented by...” including; signs, registration materials, newspaper, magazine, TV, radio advertising (limited) and news coverage
- Large banner spot reserved at premium location for all venues
- Exclusive recognition (except as noted below for Youth Sponsor) on web site main pages (note: all lower level sponsors will be presented on a sponsor's page)
- Links to company web site
- Premium locations on web site for corporate logo and/or special offers
- Artwork supplied, for use in your own advertising, denoting sponsorship of this event
- Premium, top tier spot for company logo on volunteer t-shirts plus logo on competitor hats
- Company representative accepts plaque and/or presents awards for Marathon Championship Events during awards ceremonies
- May supply premium item for race packets
- Complimentary exhibit space at start and finish line venues
- Complimentary medium size ad in Canoe News for the Nationals info issue (National publication of the USCA organization)

Youth Events Sponsor - \$4000 – one available

The majority of this sponsorship will be applied to reducing the entry fee for our youth competitors. At recent USCA National Championship events a family of 5 could easily spend \$500 in entry fees for the week. Our goal in offering this sponsorship is to provide funds to supplement the youth activities making it more affordable for the kids to race in multiple events throughout the week.

- 1 full color banner produced
- Up to 5 banners allowed to be displayed at youth event venues
- 1 promotional banner denoting sponsorship for placement at your business location
- Co-exclusive logo (shared coverage with Premier Sponsor) on all youth related USCA Nationals materials (where practical) such as “2008 Hammer Nutrition USCA National Championships Youth Sprints presented by McDonalds” included on; signs, registration materials, newspaper, magazine, TV, radio advertising (limited) and news coverage
- Special mention during youth related activities and coverage conveying a “special thanks to (Hammer Nutrition) for providing greatly reduced entry fees for all youth events”
- Co-exclusive recognition (shared recognition with premier sponsor) on web site youth events pages (note: all lower level sponsors will be presented on a sponsor’s page)
- Links to company web site also provided
- Large banner spot reserved at premium location for all youth related venues
- Premium, 2nd tier spot for company logo on volunteer t-shirts
- Artwork supplied, for use in your own advertising, denoting sponsorship of this event
- Company representative accepts plaque and/or presents awards for Youth Championship Events during awards ceremonies
- May supply premium item for race packets
- Complimentary exhibit space at youth venues (includes finish line)
- Complimentary medium size ad in Canoe News for the Nationals info issue (National publication of the USCA organization)

Race Hat Sponsor - \$2000 or cost of hats – 1 available

- Logo or company name included on race hats to be given to each entrant in race packets
- Inclusion in Sponsors mentions for web site and other promotional opportunities
- Premium, 2nd tier spot for company logo on volunteer t-shirts
- May supply additional premium item for race packets
- Complimentary exhibit space at finish line venues
- Complimentary small ad in Canoe News Magazine for the Nationals info issue (National publication of the USCA organization)

Daily Sponsors - \$500 – twelve available

- Promotional signage denoting sponsorship for placement at your business location
- Up to 5 promotional signs/banners (must be smaller size than Premier and Youth sponsor materials) may be placed in premium locations (Premier and Youth sponsors given 1st choice) at race venues (no more than two per venue)
- Included in sponsor list for all promotional materials where possible (many promotional opportunities will only mention Premier and Youth (where appropriate) Sponsors due to space and/or time constraints)
- Daily Sponsor level spot for company logo on volunteer t-shirts
- Artwork supplied, for use in your own advertising, denoting sponsorship of this event
- May supply premium item for race packets
- Complimentary exhibit space at finish line venues
- Complimentary small ad in Canoe News Magazine for the Nationals info issue (National publication of the USCA organization)

Advertising/Coupon Sponsors - \$150 – unlimited available

- Complimentary space on coupon ad page in Canoe News Nationals info edition
- Complimentary print coupon in pre-race booklet
- Link from website
- May supply coupon for race packets
- Artwork supplied, for use in your own advertising, denoting sponsorship of this event
- Promotional signage denoting sponsorship for placement at your business location

Coupon only Sponsors - \$75 - unlimited available

- May supply coupon for race packets

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