



2010 Canadian Gymnastics Championships

Kamloops, BC
“Canada’s Tournament Capital”

Sponsorship Opportunities

Gymnastics - The Foundation Sport

Gymnastics is the **foundation of all human movement**. It provides a solid foundation of important skills such as balance, strength, flexibility and overall body awareness that can be transferred to all other athletic activities. Children develop **lifelong skills** while fostering social interactions with peers in a fun and positive environment! Gymnastics embraces the concept of providing a positive, nurturing environment from which to grow.

At its highest levels, gymnastics is the second most watched sport in the Olympic Summer Games. Since 2000, Canada has had a significant presence at these Games and throughout the world. Karen Cockburn captured her third Olympic medal in 2008, while Canada's men's artistic team continues its rise among the world leaders. The young Canadian women's artistic gymnastics features 2 BC athletes while our trampoline athletes continue to win medals throughout the world.

The **2010 Canadian Gymnastics Championships are ideal** for your company to **show its support for amateur sport** in British Columbia as our athletes prepare for various national competitions, the 2010 Commonwealth Games and look ahead to the 2012 Olympic Summer Games.

Gymnastics in BC - A Targeted Demographic

Gymnastics membership in British Columbia (through member clubs) continues to grow each year with over 37,500 members and 132,000 participants annually. Additionally, the sport enjoys a loyal and affluent fan and participation base:

Member Distribution

Lower Mainland:	55.5%	Vancouver Island:	14.4%
North:	10.2%	Central Interior:	13.6%
South Eastern Interior:	16.4%		

Member Gender

Male: 26% Female: 74%

Member Age

0-12: 84.1%	13-18: 11.0%
19-34: 3.1%	35+: 1.8%

Gymnastics BC

Gymnastics BC is...

- providing leadership by **directing the development of provincial programs** at all levels and promoting gymnastics as a foundation for human movement and the benefits of all levels of participation with an annual budget of \$1.5 million.
- **delivering international and national championships** - 28 such events in the past 16 years have exceeded the protocol and technical requirements set out by governing bodies such as FIG, Gymnastics Canada and PANGF. Events included World, Pacific Rim and Canadian Championships.
- delivering the benefits of gymnastics via **innovative programming** such as the **Kids CanMove** program that enables schools to provide instruction of the important skills regardless of past gymnastics experience.
- over **37,500 registered members** at 73 Gymnastics BC clubs throughout British Columbia.
- **132,000 (3% of BC's total population!) people** participating in some form of gymnastics through Gymnastics BC and its member clubs.
- **1,500 athletes competing** in a variety of Gymnastics BC sanctioned competitions.
- **34,000 recreational gymnasts taking part in gymnastics** in BC at a non-competitive level.
- 700 coaches with an additional 100 Coaches in Training **providing exceptional teaching and training to all gymnasts.**
- **250 judges overseeing** the 50 competitions each year.
- hundreds of coaches, judges, athletes and volunteers **working year-round to assist in the development of gymnastics.**
- **creating partnerships with like-minded associations** such as Gymnastics Canada, Canadian Freestyle Skiing, BC Rhythmic Gymnastics, Sport BC & KidSport and PacificSport. These partnerships **further promote the services and programs that are delivered by GBC** to broader audiences. For example, Gymnastics BC has PacificSport centres in the Fraser Valley, Okanagan, Kamloops and BC's North.

2010 Canadian Gymnastics Championships

Location	Date	Discipline	Host	Geographical Representation
Kamloops, BC Tournament Capital Centre	May 24 - 31, 2010	Artistic & Trampoline Gymnastics	Gymnastics Canada, Gymnastics BC, Kamloops Gymnastics & Trampoline Centre	Canadian
# of Athletes	Age Range & Gender	# of Coaches & Officials	# of Volunteers	Spectators
650	10-25 years / Male & Female	150	300	7,500



Gymnastics BC and Gymnastics Canada invite you to become a Sponsor of the 2010 Canadian Gymnastics Championships. This is the largest national gymnastics event in Canada. Over the course of 7 days, gymnasts from all regions in Canada will compete for the title of Canadian Champion. As part of the team, you will become a key corporate partner of gymnastics in Canada and will receive substantial benefits for this relationship.

The 2010 Canadian Championships take place three months after the 2010 Olympics and will continue to enhance the legacy of outstanding sporting events in British Columbia. In addition, the community of Kamloops ("Canada's Tournament Capital") is a strong supporter of gymnastics as demonstrated by record crowds at the 2007 & 2008 BC Gymnastics Championships.

650 athletes are expected to compete at the 2010 Canadian Championships. Some of these athlete will be veterans of Canada's national teams while others are looking to make their mark as 2012 Olympic Games get even closer.

Sponsor Benefits at a Glance

Benefit \ Level	Title	Presenting	Associate	Event	Apparatus	T-Shirt Sponsor	Signage
Number Available	1	3	5	7	14	4	20
Cost	\$15,000*	\$8,000	\$4,500	\$2,500	\$1,000	\$750	\$500
Banners	6	3	2	1	1	1	1
Logo position on promotional material & advertising	Primary	Secondary	Tertiary	Yes	Yes	-	-
VIP Event Passes	25	10	4	2	-	-	-
Complimentary Event Passes	25	15	10	8	6	-	-
Use of VIP Lounge	Yes	Yes	Yes	-	-	-	-
Program Advertising	Full page, colour, back cover	Full page, colour, inside cover	Full Page, colour	Full page, black & white	1/2 page, black & white	1/2 page, black & white	-
Participation in media conference(s)	Yes	Yes	Yes	-	-	-	-
Public Address Announcements (minimum/session)	6	4	3	2	1	1	1
Booth Space	Yes	Yes	-	-	-	-	-
Website Link	Yes	Yes	Yes	Yes	Yes	Yes	-
Website Advertising	Yes	Yes	Yes	-	-	-	-
Participation in medal ceremonies	Yes	Yes	Yes	-	-	-	-
Logo on Volunteer T-Shirt	Yes	Yes	-	-	-	Yes	-
Industry Exclusivity	Yes	-	-	-	-	-	-
Category Exclusivity	-	Yes	-	-	-	-	-

* TV rights are currently in negotiaton. If TV coverage is secured, title sponsorship value will be increased based on national coverage (CBC, TSN), with the title sponsor receiving commerical rights during the broadcast.

Title Sponsorship

Title sponsorship of the **2010 Canadian Gymnastics Championships** provides the following benefits:

1. Naming of the event as the title sponsor.
2. Industry exclusivity for the Championships and will be able to promote the following statement in conjunction with the sponsorship, “COMPANY NAME is the title sponsor of the 2010 Canadian Gymnastics Championships.” Furthermore use of the event logo is available.
3. Six (6) company banners prominently displayed at the event.
4. Sponsor logo in primary position on all promotional material for the event.
5. Sponsor logo on volunteer t-shirt.
6. Full page, full colour, back cover ad of the event program.
7. Company logo displayed on equipment apparatus, where applicable (e.g. balance beam, pommel horse, vault).
8. A minimum of five (5) public address announcements during each session of the event.
9. Link from the event website. The Gymnastics BC website averages over 7,500 visits per month.
10. Opportunity for web based advertising on the event website.
11. Twenty-five (25) event passes for seating in the VIP section.
12. GBC/GCG will provide an additional twenty-five (25) event passes for general seating.
13. Invitation to all VIP events in conjunction with the 2010 Canadian Gymnastics Championships.
14. Use of a VIP hospitality area during the competition.
15. Opportunity to participate in media conferences relating to the 2010 Canadian Championships.
16. Opportunity for representative(s) to be involved in medal ceremonies.
17. Full page, black & white ad in Gymnastics BC’s summer publication.

In return, the TITLE SPONSOR will provide Gymnastics BC with the following:

- High quality logo and ad material.
- Six (6) company banners.
- Prepared public address announcements.

Value: \$15,000*

* TV rights are currently in negotiaton. If TV coverage is secured, title sponsorship value will be increased based on national coverage (CBC, TSN), with the title sponsor receiving commerical rights during the broadcast.



Presenting Sponsorship

Presenting Sponsorship of the **2010 Canadian Gymnastics Championships** provides the following benefits:

1. Naming of the event as a presenting sponsor.
2. Category exclusivity for the Championships and will be able to promote the following statement in conjunction with the sponsorship, "COMPANY NAME is a presenting sponsor of the 2010 Canadian Gymnastics Championships." Furthermore use of the event logo is available.
3. Three (3) company banners prominently displayed at the event.
4. Sponsor logo in secondary position on all promotional material for the event.
5. Sponsor logo on volunteer t-shirt.
6. Full page, full colour, inside cover ad of the event program.
8. A minimum of four (4) public address announcements during each session of the event.
9. Link from the event website. The Gymnastics BC website averages over 7,500 visits per month.
10. Opportunity for web based advertising on the event website.
11. Ten (10) event passes for seating in the VIP section.
12. GBC/GCG will provide an additional fifteen (15) event passes for general seating.
13. Invitation to all VIP events in conjunction with the 2010 Canadian Gymnastics Championships.
14. Use of a VIP hospitality area during the competition.
15. Opportunity to participate in media conferences relating to the 2010 Canadian Championships.
16. Opportunity for representative(s) to be involved in medal ceremonies.
17. Half page, black & white ad in Gymnastics BC's summer publication.



In return, the PRESENTING SPONSOR will provide Gymnastics BC with the following:

- High quality logo and ad material.
- Three (3) company banners.
- Prepared public address announcements.

Value: \$8,000

Associate Sponsorship

Associate Sponsorship of the **2010 Canadian Gymnastics Championships** provides the following benefits:

1. Associate sponsor status for one of the five (5) featured options*.
2. Two (2) company banners prominently displayed at the event.
3. Sponsor logo in tertiary position on all promotional material for the event.
4. Full page, colour, ad in the event program.
5. A minimum of two (2) public address announcements during each session of the event.
6. Link from the event website. The Gymnastics BC website averages over 7,500 visits per month.
7. Opportunity for web based advertising on the event website.
8. Four (4) event passes for seating in the VIP section.
9. GBC/GCG will provide an additional ten (10) event passes for general seating.
10. Invitation to all VIP events in conjunction with the 2010 Canadian Gymnastics Championships.
11. Use of a VIP hospitality area during the competition.
12. Opportunity to participate in media conferences relating to the 2010 Canadian Championships.
13. Opportunity for representative(s) to be involved in medal ceremonies.

In return, the ASSOCIATE SPONSOR will provide Gymnastics BC with the following:

- High quality logo and ad material.
- Two (2) company banners.
- Prepared public address announcements.

Value: \$4,500

* Additional naming, sponsor recognition and promotional opportunities will take place in relation to the chosen option:

Women's Artistic Gymnastics: Sponsor of the 2010 Canadian Gymnastics Championships Women's Artistic Gymnastics Competition

Men's Artistic Gymnastics: Sponsor of the 2010 Canadian Gymnastics Championships Men's Artistic Gymnastics Competition

Trampoline Gymnastics: Sponsor of the 2010 Canadian Gymnastics Championships Trampoline Gymnastics Competition

Volunteer: Sponsor of the 2010 Canadian Gymnastics Championships Volunteer Program (over 300 volunteers)

Kid Zone: Sponsor of the 2010 Canadian Gymnastics Championships Kid Zone Program for area schools to try gymnastics and watch the competition



Event Sponsorship



Event Sponsorship of the **2010 Canadian Gymnastics Championships** provides the following benefits:

1. Event sponsor status for one of the seven (7) featured options*.
2. One (1) company banner prominently displayed at the event.
3. Sponsor logo on promotional material for the event.
4. Full page, black & white, ad in the event program.
5. A minimum of two (2) public address announcements during each session of the event.
6. Link from the event website. The Gymnastics BC website averages over 7,500 visits per month.
7. Two (2) event passes for seating in the VIP section.
8. GBC/GCG will provide an additional eight (8) event passes for general seating.

In return, the EVENT SPONSOR will provide Gymnastics BC with the following:

- High quality logo and ad material.
- Two (2) company banners.
- Prepared public address announcements.

Value: \$2,500

* Additional naming, sponsor recognition and promotional opportunities will take place in relation to the chosen option:

Opening Ceremonies: Sponsor of the 2010 Canadian Gymnastics Championships Opening Ceremonies

Athletes' Village: Sponsor of the 2010 Canadian Gymnastics Championships Athletes' Village

Athlete Party: Sponsor of 2010 Canadian Gymnastics Championships Athlete Party

Coach & Judge Social: Sponsor of 2010 Canadian Gymnastics Championships Coach & Judge Social

Medal Ceremonies: Sponsor of 2010 Canadian Gymnastics Championships Medal Ceremonies

Transportation: Sponsor of 2010 Canadian Gymnastics Championships Transportation of athletes, coaches, judges and spectators

2011 Championships Promotional Event: Sponsor of the reception at the 2010 Canadian Championships to promote the 2011 event in Charlottetown, PEI.

Apparatus Sponsorship

Apparatus Sponsorship of the **2010 Canadian Gymnastics Championships** provides the following benefits:

1. Apparatus sponsor status for one of the fourteen (14) events*.
2. One (1) company banner prominently displayed at the event.
3. Sponsor logo on promotional material for the event.
4. Half page, black & white, ad in the event program.
5. A minimum of one (1) public address announcement during each session of the event.
6. Link from the event website. The Gymnastics BC website averages over 7,500 visits per month.
7. GBC/GCG will provide six (6) event passes for general seating.

In return, the APPARATUS SPONSOR will provide Gymnastics BC with the following:

- High quality logo and ad material.
- One (1) company banner.
- Prepared public address announcement.

Value: \$1,000



*** Apparatus available**

Men's Artistic Gymnastics: Floor Exercise, Pommel Horse, Rings, Vault, Parallel Bars, Horizontal Bar

Women's Artistic Gymnastics: Vault, Balance Beam, Uneven Bars, Floor Exercise

Trampoline Gymnastics: Trampoline, Double Mini Trampoline, Tumbling, Synchronized Trampoline

2010 Canadian Gymnastics Championships Sponsorship Contract

I/We agree to the benefits of sponsorship listed for the **2010 Canadian Gymnastics Championships**:

- Title Sponsor Presenting Sponsor Associate Sponsor (Men's AG Women's AG Trampoline Volunteers Kid Zone)
- Event Sponsor (Opening Ceremonies Athlete's Village Athlete Party Coach & Judge Social Medal Ceremonies Transportation
 2011 Championships Promotional Event)
- Apparatus Sponsor (please indicate preferred apparatus below, first come first served)
- Vendor Event (\$500) Daily (\$125, specify day: _____) T-Shirt Sponsor
- Signage Program Advertising (Full Page Half Page Quarter Page Business Card)

Sponsor Information

Name _____ Title _____

Organization _____

Address _____

City _____ Province _____ Postal Code _____

Phone _____ Fax _____ E-mail _____

Signature _____ Date _____

Check enclosed \$ _____ (please make payable to Gymnastics BC) Please invoice

Contra Item(s) and value _____

Apparatus Sponsorship

Men's Artistic Gymnastics

- Floor Exercise
- Pommel Horse
- Rings
- Vault
- Parallel Bars
- Horizontal Bar

Women's Artistic Gymnastics

- Vault
- Uneven Bars
- Balance Beam
- Floor Exercise

Trampoline Gymnastics

- Trampoline
- Double Mini Trampoline
- Tumbling
- Synchronized Trampoline

Nancy Stewart | Sponsorship Coordinator | 2010 Canadian Gymnastics Championships

KGTC, 910 McGill Road | Kamloops, BC V2C 6N6 | (phone) (250) 572-6204 | (fax) (604) 374-6425 | nadastew@hotmail.com

Sandra Patterson | Marketing & Communications Director | Gymnastics BC

230-3820 Cessna Drive | Richmond, BC V7B 0A2 | (phone) (604) 333-3492 | (fax) (604) 333-3499 | spatterson@gymnastics.bc.ca