

THE NORTHERN HARDWARE

Prince George Canoe Race

Sunday, July 10, 2016

Dear Sir or Madam,

We are excited to announce the second year of the revival of the historic Northern Hardware Canoe Race! From 1960 to 1984, top paddlers from across North America converged in Prince George for the thrilling 67.5km downriver race from Isle Pierre to Fort George Park. Spectators lined the shoreline and bridges, swept up in the excitement of a potential photo finish. Chestnut racing canoes adorned with sponsor logos were splashed on the cover of the Prince George Citizen, bringing instant recognition for local businesses keen on receiving widespread exposure.

In 2015, as part of the 100th anniversary celebration of Prince George, over a hundred paddlers from far away places as Manitoba, Saskatchewan, Washington State and Vancouver Island made the revived Northern Hardware Prince George Centennial Canoe Race a huge success. In 2016, Northern Hardware has again generously agreed to be the primary sponsor of the event. This July 10th, spectators will once again line the shores and bridges, paddlers will push hard to defend titles or set records, and sponsor logos will be prominently displayed on racing canoes earning local businesses desired exposure. This year there will again be a 2nd category added to allow less experienced paddlers to participate – an opportunity for sponsors to get even more attention. Paddlers in this category will paddle a shorter distance (32kms) from Wilkins Park to Lheidli T'enneh Memorial Park. The Exploration Place has an historic canoe exhibit planned to coincide with the race. A post race barbeque and awards ceremony will follow the race at The Exploration Place; another great opportunity for sponsor activation. A Clipper canoe will be raffled off at the awards ceremony open to all competitors and volunteers.

Last year the Race offered \$15,000.00 in prizes, due to the generous support of the local business community. This year we are requesting your support for this great sporting/outdoor recreational event. Committed sponsors are critical to the success of the Northern Hardware PG Canoe Race, and we are open to discussing the ways in which your business can participate, from cash sponsorship to donating prizes. Join community supporters like Integris Credit Union, The Exploration Place, Bearpaw Heli-Skiing, Stride & Glide Sports, Clipper Canoes, Prince George Motorsports, and Tourism Prince George. Please see the following page for sponsorship options.



Contact us today to discuss how your business can be a part of the largest canoe race in BC!

Sincerely,

Patrick Turner
 President, Two Rivers Canoe Club
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Greg Blackburn
 Vice-President, Two Rivers Canoe Club
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Presented by



Sponsorship Opportunities

There are many ways to support the 2016 Northern Hardware Prince George Canoe Race. These are just a few of the options available to you and your business. We value your support, no matter the size of the contribution. Please feel free to contact us to discuss any of the options below in greater detail.



CORPORATE CHALLENGE - SPONSOR A CANOE

For \$200-\$500, corporate sponsors will be recognized with a 18" x 9" company logo affixed to the side of a racing canoe. **Part of the sponsorship will be donated to Camp Trapping to subsidise their costs of training and encourage their participation in the event.**



CORPORATE CHALLENGE - SPONSOR A CATEGORY

There will be Men's, Women's, Mixed and Masters categories in the race. For \$1000, your organization can sponsor an entire category and have your corporate logo on every boat in that category. Remember, these canoes carry the logo beyond the race!



GENERAL SPONSORSHIP

We are also seeking general sponsors to provide:

- Cash Sponsorship
- Prize donations
- In-kind donations for the Nechako River Treasure Hunt. For the Simon Fraser class, we are planning to have ten corporate flags on buoys along the Nechako River that the paddlers will be able to pick up. These will be part of a draw at the end of the race for corporate sponsors gift donation.



SPONSOR BENEFITS

- Recognition in all media
- Your logo on our Facebook page/Northern Hardware PG Canoe Race website
- Value of donated prizes/products recognition
- Promotion of your business at the event
- Opportunity to activate your sponsorship at post-race BBQ at The Exploration Place, corporate tent placement in the park

*To help us plan, please reply by June 15th, 2016 | Sponsor donations should be received by June 30
Cheques and donations should be made payable to: Two Rivers Canoe Club*

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