



# 2022 KENTVILLE CANADA CUP XC

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## EVENT SPONSORSHIP OPPORTUNITIES





# BRINGING WORLD CLASS RACING TO NOVA SCOTIA!

The Kentville Canada Cup Organizing Committee is proud to bring you the third annual Kentville Canada Cup Mountain Bike Festival! We are the only national and international sanctioned mountain bike race in Nova Scotia and bring together riders of all ages and abilities, from all across Canada and beyond.

The Canada Cup is a long running national series organized by Cycling Canada in partnership from the Union Cycliste Internationale (UCI) and is home to some of the finest mountain bike racing all across Canada. Elite and Junior racers at the Kentville Canada Cup will earn valuable UCI points helping them qualify for the highest level races in the world including World Cups and the Olympic Games.

A cross country, or "XC" race, like the one we will be hosting here in Kentville, attracts riders from all over North America and beyond. With racers, coaches, mechanics and hundreds of excited spectators, the event has a draw well into the thousands!

We intend to host not only a 2022 event but continue to host these races in the coming years, creating a lasting legacy of sport excellence, facility improvement, and an avenue for local riders to develop and excel to the national stage. *In fact we have already been granted the 2023 and 2024 Canadian Championships by Cycling Canada!*

Beyond just racing, look for lots of great festival style events during the week leading up to the main event. Group rides, outdoor recreation expo area, and skills clinics are just some of the great supporting events that will help to make our Canada Cup one to remember!

While racing is at the heart of our event, the Kentville Canada Cup is really about bringing the community together to celebrate living an active, healthy lifestyle and to showcase the amazing riding, scenery, and hospitality we have to offer here in Nova Scotia!





# MOUNTAIN BIKE FESTIVAL AND RACES

## ABOUT THE RACES

Riders of all ages and abilities have a place at our race with categories starting for kids as young as seven and several courses tailored to differing skill and fitness levels. We will be hosting cross country races at our Canada Cup in both the longer XC Olympic (XCO) format and the fast pace Short Track format. Riders compete in a mass start race and ride over varied terrain, mostly on natural technical and narrow trails.

Races will take place on multiple days, and with practice times the whole event will run from Thursday to Monday.



Most of the riding will take place in the woods at The Gorge trails, off of Gladys Porter Drive, with the Short Tack running at Memorial Park, creating great visibility for the event to the general public. Memorial Park will also host the registration, participant camping, awards and other key portions of the event.

Major events like this always drive infrastructure improvements. Preparations for previous summers races included new trails, bridges, technical trail features, improved site signage and more. This summer will again see further investments into the trails and venue, taking what was already a great course and making it even more amazing!

## SUPPORTING EVENTS

Beyond the racing there is plenty for riders and the public to get involved with at The Kentville Canada Cup!

*Parade of Champions: The Kentville Canada Cup officially kicks off Friday evening with a bicycle parade for racers and the public around downtown Kentville, followed by a riders social and supper.*

*Space will be available at this event for sponsors and vendors to set up displays and present to the public. Potential exhibits may include on site mechanics, food vendors, bike and outdoor product demos, etc.*

*On Site Camping: A temporary campground will be set up at Memorial Park for racers, coaches, and event volunteers. Campfires, live music, and games make for a fun and memorable experience!*

*Guided Rides and Training Camps: Leading up to the race weekend we will offer several guided tours of the course to help racers dial in their lines and get acquainted with the event site. The general public is also welcome to attend these rides! Many teams and individual riders will travel to Kentville to train in the weeks and months in advance of the Kentville Canada Cup.*

**Have an idea for a unique event or activity? Let us know!**





## THE EVENT AT A GLANCE

- *Part of Cycling Canada's National Series*
- *Elite and Junior racers gain points towards world ranking.*
- *Voted 2019 Best Bicycle Nova Scotia Race of the year.*
- *Racers of all ages from 7 to 60+.*
- ***Kentville will be host of the 2023 and 2024 Canadian Championships for XCO and Short Track!!***
- *Racer attendance well over 200 in 2019 and hundreds of spectators.*
- *Past media coverage includes EastLink TV, CBC TV, youtube channels including GMBN's Dirt Shed Show (channel with over 1 million subscribers), various newspapers, radio coverage, etc.*
- *Past racers from all over Canada, plus riders from the USA and Japan.*
- *Out of province racers typically spend 3-5 days in the Kentville area, and often make multiple trips to Kentville in advance of the race for practice.*
- *Return trips to the site by regional riders year round.*
- *Past winners include UCI top 10 ranked riders Haley Smith and Carter Woods.*
- *New for 2022 a spring Short Track fundraiser series promotes local participation and raises event profile in shoulder seasons.*







# SPONSORSHIP OPPORTUNITIES AND BENEFITS

## SPONSORSHIP OPPORTUNITIES

You can help us bring this great event to Kentville and showcase the amazing riding and hospitality Nova Scotia has to offer by becoming an official race sponsor. We are offering several different levels of sponsorship to fit your budget and goals.

Your commitment to the event can be a combination of in kind and cash contributions. If you wish to make an in kind contribution (*such as draw prizes, food, signage, or other event support*) please contact us to discuss the details.

OPPORTUNITIES	COMMITMENT	SPACES AVAILABLE
KCC PRESENTING	\$ 5,000+	1 AVAILABLE
SHORT TRACK PRESENTING:	\$ 3,000+	1 AVAILABLE
GOLD:	\$ 2,000+	5 AVAILABLE
SILVER :	\$ 1,000+	10 AVAILABLE
BRONZE:	\$ 500+	10 AVAILABLE
SUPPORTING :	\$ 200+	UNLIMITED

*“Kentville has got to be my favourite Canada Cup course. It’s got everything: good, engaging climbs; challenging and extremely varied technical riding; the best spectators at the national level; and an awesome atmosphere.*

*I really look forward to this event every year, and can’t say enough good things about the organization and trail building. Seriously top tier...”*

**Haley Smith**  
UCI top 10 Racer and  
KCC 2018 / 2019 Race Winner







# SPONSORSHIP OPPORTUNITIES AND BENEFITS

## SPONSORSHIP BENEFITS

What can we do for you? Read on for the break down of each sponsorship level. These are just some of the benefits of sponsoring this event. Looking for something unique? Let us know! We'd be glad to work with you to ensure you the best fit for your goals and brand.

### FRIENDS OF THE KENTVILLE CANADA CUP

**\$50+**

- *Named on event website sponsor page*

### SUPPORTING SPONSOR

**\$200+**

- *Named on event website sponsor page*
- *Receives the right to use race logo in advertising*
- *Announced in social media post*
- *Sponsor may provide/display 1 banner / sign on site*
- *Receives KCC Sponsor sign / decal for store window display*

### BRONZE SPONSOR

**\$500+**

- *Name / logo included on event website sponsor page*
- *Receives the right to use race logo in advertising*
- *Announced and named occasionally in social media posts*
- *Sponsor may provide/display up to 2 banners / signs on site*
- *Complementary VIP welcome package*
- *Named on official event program/schedule*
- *Named on podium backdrop*
- *On-site PA ad announcements*
- *Receives KCC Sponsor sign / decal for store window display*
- *Named in event promotional and recap videos*





# SPONSORSHIP OPPORTUNITIES AND BENEFITS

## SILVER SPONSOR

**\$1,000+**

- *Logo / active link featured on home page of event website*
- *Logo / active link featured on website sponsors page*
- *Receives the right to use race logo in advertising*
- *Announced and named frequently in social media posts*
- *Two 2'x 2' on site sponsor thank you signs included*
- *Sponsor may provide / display up to 4 banners / signs on site*
- *Complementary on site expo space available (300 sq ft) at Parade of Champions*
- *Complementary VIP welcome package*
- *Named on official event program/schedule*
- *Logo displayed on awards podium backdrop*
- *On-site PA ad announcements*
- *Receives KCC Sponsor sign / decal for store window display*
- *Named prominently in event promotional and recap videos*

## GOLD SPONSOR

**\$2,000+**

- *Logo / active link featured on home page of event website*
- *Logo / active link featured on website sponsors page*
- *Receives the right to use race logo in advertising*
- *Announced and named frequently in social media posts*
- *Four 2'x 2' on site sponsor thank you signs included*
- *Sponsor may provide/display 10 banners / signs on site*
- *Complementary on site expo space available (400 sq ft) at Parade of Champions*
- *Complementary VIP welcome package*
- *Name / logo on official event program / schedule / maps*
- *Logo displayed on awards podium backdrop*
- *On-site PA ad announcements*
- *Receives KCC two Sponsor signs / decals for store window displays*
- *Sponsor receives 1 complementary race entry fee*
- *Logo displayed on race plates*
- *Logo displayed on start/finish boards*
- *Sponsor may provide ad for race guide (1/4 page)*
- *Named and logo in event promotional and recap videos*





# SPONSORSHIP OPPORTUNITIES AND BENEFITS

## SHORT TRACK PRESENTING SPONSOR

**\$3,000+**

- Naming rights to Short Track Races  
(IE: Kentville Canada Cup Short Track presented by \_\_\_\_\_)
- Logo / active link featured on home page of event website
- Logo / active link featured on website sponsors page
- Receives the right to use race logo in advertising
- Announced and named frequently in social media posts
- Four 3'x 3' on site sponsor thank you signs included
- Sponsor may provide/display 10 banners / signs on site
- Complementary on site expo space available (400 sq ft) at Parade of Champions
- Complementary VIP welcome package
- Name / logo on official event program / schedule / maps
- Logo displayed on awards podium backdrop
- On-site PA ad announcements
- Receives KCC two sponsor signs / decals for store window displays
- Sponsor receives 2 complementary race entry fees
- Logo displayed on race plates
- Logo displayed on start/finish boards
- Sponsor may provide ad for race guide (1/2 page)
- Named and logo in event promotional and recap videos

## KENTVILLE CANADA CUP PRESENTING SPONSOR

**\$5,000+**

- Naming rights the event as a whole  
(IE: The \_\_\_\_\_ Kentville Canada Cup or The Kentville Canada Cup presented by \_\_\_\_\_)
- Logo / active link featured on home page of event website
- Logo / active link featured on website sponsors page
- Receives the right to use race logo in advertising
- Announced and named frequently in social media posts
- Four 3'x 3' on site sponsor thank you sign included
- Sponsor may provide/display 10 banners / signs on site
- Complementary on site expo space available (400 sq ft) at Parade of Champions
- Complementary VIP welcome package
- Name / logo on official event program / schedule / maps
- Logo displayed on awards podium backdrop
- On-site PA ad announcements
- Receives KCC two Sponsor signs / decals for store window displays
- Sponsor receives 2 complementary race entry fees
- Logo displayed on race plates
- Logo displayed on start/finish boards
- Sponsor may provide ad for race guide (full page)
- Named and logo in event promotional and recap videos





# HOW TO GET INVOLVED

## JOIN THE RIDE!

Thank you for taking the time to consider sponsoring the Kentville Canada Cup, if you are interested in joining in on the fun we would love to have you along!

A letter of intent stating your interest in sponsoring the event and the sponsorship level desired is all we need to reserve your spot. You may use the form on the following page if you wish.

*To learn more or to sign up please contact:*

**Craig Langille,**

Town of Kentville

clangille@kentville.ca      1 902 679 3691





# EVENT SPONSORSHIP COMMITMENT FORM

**Business / Association / Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Contact Person(s):** \_\_\_\_\_

**Email Address(s):** \_\_\_\_\_

**Phone Number(s):** \_\_\_\_\_

- Desired Level of Support:**
- |  |           |
|--|-----------|
| <input type="checkbox"/> Supporting                      | \$ 50+    |
| <input type="checkbox"/> Bronze                          | \$ 200+   |
| <input type="checkbox"/> Silver                          | \$ 1,000+ |
| <input type="checkbox"/> Gold                            | \$ 2,000+ |
| <input type="checkbox"/> Short Track Presenting          | \$ 3,000+ |
| <input type="checkbox"/> Kentville Canada Cup Presenting | \$ 5,000+ |

**Value of Contribution:**

\$ \_\_\_\_\_ Financial

\$ \_\_\_\_\_ In Kind

\$ \_\_\_\_\_ Total contribution

**Describe In Kind Donations:** (if applicable)

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**Comments:**

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**Authorized Signature:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_



Thank you to our 2019 sponsors and supporters at:



SOUTH SHORE  
SUBARU





[WWW.KENTVILLECANADACUP.CA](http://WWW.KENTVILLECANADACUP.CA)