

# ALBERTA PROFESSIONAL CHUCKWAGON & CHARIOT ASSOCIATION

## SPONSORSHIP PROPOSAL

FOR THE APCCA  
2018 RACE SEASON





The APCCA will be celebrating it's 50th anniversary in 2018 which makes us the longest serving association of it's kind in Alberta. Even with a history as longstanding as ours we continue to be aggressive with promoting and growing our sport. In 2017 alone we were able to; visit over 1,000 children at their schools and daycamps, visit numerous seniors' lodges and expand upon our fan base via social media, radio media and television media. In fact the level of media coverage the APCCA experiences is simply unprecedented by any of our competitor associations. In conclusion we are an association on it's way up and we are experiencing an extremely successful resurgence in popularity as the chuckwagon/chariot association of choice by drivers, fans and race committees across Alberta.

-President

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# INTRODUCTION



The Alberta Professional Chuckwagon & Chariot Association is gearing up for our 50th anniversary season across Alberta. The Alberta Professional Chuckwagon & Chariot Association (APCCA) is a Non- Profit organization that consists of over 100 drivers from Western Canada. With the rising popularity in chuckwagon racing over the past decade, the APCCA is now reaching out to select companies that we would love to partner with for the 2018 race season. We have outlined a few options for partnership in this document.





# 2018 APCCA TOUR DATES

- MAY  
ALDER FLATS, ALBERTA
- JUNE  
VEGREVILLE, ALBERTA  
ROCKY MOUNTAIN HOUSE, ALBERTA  
PARADISE VALLEY, ALBERTA  
SEDGEWICK, ALBERTA
- JULY  
BUCK LAKE, ALBERTA  
EDGERTON, ALBERTA  
HARDISTY, ALBERTA  
RED DEER, ALBERTA  
VERMILION, ALBERTA
- AUGUST  
HIGH PRAIRIE, ALBERTA  
VEGREVILLE, ALBERTA  
BRUDERHEIM, ALBERTA  
BASHAW, ALBERTA
- SEPTEMBER  
PATRICIA, ALBERTA  
MILLARVILLE, ALBERTA

THE APCCA WILL RACE IN FRONT  
OF OVER 80,000 SPECTATORS THIS  
SUMMER FOR ITS 2018 SEASON!

# WHY SPONSOR US?

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This is our 50th anniversary season! Get excited for 50 years of Alberta Heritage! This is a great opportunity to support and advertise in front of 80,000 + people and here is why.

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- ✓ The season is prime advertising in front of rural communities
- ✓ Unique place to host company outings or meetings
- ✓ Exposure via tarps, tv, radio, newspapers and social media
- ✓ Over 100 drivers help network and grow your business name
- ✓ The most anticipated summer sport in the prairies
- ✓ Our drivers volunteer at multiple community events during the season
- ✓ Ability to host and visit the barns for events with the drivers
- ✓ Very flexible in allowing your idea to market at the races!

“ I have been fortunate enough to sponsor a wagon with the APCCA on several occasions. It is a great feeling to get involved on a personal basis and makes going to the races a whole lot more fun. Sponsorship has given us an opportunity to be part of the action “from a safe distance”. The drivers put a lot into presentation of a competitive team, and the pride of ownership is very evident as you get more up close and personal. I would suggest that any business of any size get involved. ”

--- Jerry MCCARTY

# SPONSORSHIP TIERS

## TOUR SPONSOR (1) \$25,000

- Naming rights of the summer tour
- Presented by logo placements on all media
- Two VIP barn parties, 4 admissions per show
- Primary mentions in commentary and radio
- Ad space on race grounds, online, and in print
- Access to behind the scenes race areas
- Speaking opportunities
- Opportunity to speak during media interviews

## OUTRIDER SPONSOR (1) \$12,000

- Priority logo placements on all outriders
- One VIP barn parties, 2 admissions per show
- Primary mentions in commentary and radio during penalties and outrider introductions
- Ad space on outriders, online, and in print
- Access to behind the scenes race areas

## TIMER & OFFICIALS SPONSOR (1) \$6000

- Priority logo placements on all officials
- 2 free admission per show
- Primary mentions in commentary and radio during rider results and overall times
- Ad space on officials and online

## BARREL SPONSOR (1) \$5000

- Priority logo placements on all barrels (8)
- 2 free admission per show
- Mentions at start and end of races and when barrels are hit
- Ad space on barrels and online

## SOCIAL MEDIA SPONSOR (1) \$3000

- Priority logo placements on all online ads
- 2 free admission per show
- Ad space on all digital media
- Digital results presented by 'your company' will go out after each event

# SINGLE SHOW SPONSORSHIP

Perhaps sponsorship of a chuckwagon or chariot at a single show fits your needs better! In that case we have you covered as well. Please note the prices of sponsorship of a single drivers chuckwagon or chariot varies per show. When contacting about chuckwagon sponsorship please indicate which show you prefer to sponsor at and we will do our best to accomodate.

## CHUCKWAGON \$750 - \$5000

- Printed Tarp on the chuckwagon for the whole show
- Exposure during that drivers race via announcers
- Possible tax write off
- Possible distribution of products or samples from driver
- Opportunity to enjoy an event shared with customers or employees
- Acknowledgement online

## CHARIOT \$350 - \$1000

- Printed sign on the chariot for the whole show
- Exposure during that drivers race via announcers
- Possible tax write off
- Possible distribution of products or samples from driver
- Opportunity to enjoy an event shared with customers or employees
- Acknowledgement online



# CONTACT

Thank you for taking time to read our proposal and hope you see the benefits of supporting this wonderful sport. If you have any questions or wish to get involved contact:

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[www.chuckwagon.ab.ca](http://www.chuckwagon.ab.ca)

[www.facebook.com/apccaracing](https://www.facebook.com/apccaracing)