

ALBERTA PROFESSIONAL CHUCKWAGON & CHARIOT ASSOCIATION

SPONSORSHIP PROPOSAL

FOR THE APCCA
2019 RACE SEASON





The APCCA will be celebrating it's 51th anniversary in 2019 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 2018 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

INTRODUCTION



The Alberta Professional Chuckwagon & Chariot Association is gearing up for our 52th 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 2019 race season. We have outlined a few options for partnership in this document.



2019 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
RED DEER, ALBERTA
VERMILION, ALBERTA
- AUGUST
PRINCE ALBERT, SASKATCHEWAN
VEGREVILLE, ALBERTA
BASHAW, ALBERTA
- SEPTEMBER
PATRICIA, ALBERTA
MILLARVILLE, ALBERTA

THE APCCA WILL RACE IN FRONT OF
OVER 80,000 SPECTATORS THIS SUMMER
FOR ITS 2019 SEASON!

WHY SPONSOR US?

2019 will be our 52nd season of racing, that's over 50 years of promoting our Western Heritage! This is a great opportunity to support and advertise in front of 80,000 + people and here is why.

- ✓ 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!

WHO WATCHES APCCA?

After racing for over 51 years, we have connected with a strong and passionate fan base. In case you're wondering if this sponsorship is for you, here are some more numbers.

- ✓ Strong passion for rural lifestyle and reside in farming communities
- ✓ 56% male and 44% female fanbase average
- ✓ Attendance throughout the race season was 80,000 people over 14 shows
- ✓ Impressions of APCCA events is over 100,000 people
- ✓ The APCCA volunteered in 4 key markets in the race schedule
- ✓ Online reach is dominated by Alberta, Saskatchewan and Manitoba

SPONSORSHIP TIERS

TOUR SPONSOR (1) \$20,000

- 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) \$7,500

- 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) \$4000

- 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) \$4000

- 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

TESTIMONIALS

“ 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 ”

“ Webb’s Machinery enjoys sponsoring the Pony Chuck wagons for a few reasons. Number one, most of the fans are our customers and it gives Webb’s great exposure to them. Many of the driver’s and there teams are ranchers and farmers which also makes them customers to us. Lastly our employees are proud when they go to watch and see our colours and name on the wagon we sponsor. We were also very fortunate to have sponsored the 2018 champion. Thank you to the APCCA for bringing such a great product and entertainment to our communities.

--- Mike GOTTSSELIG ”

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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