SPONSORSHIP PROPOSAL

USA Paracanoe Team

Olympians & Paralympians

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NORTHEAST

ATHLETES WITH DISABILITIES NETWORK NORTHEAST

WWW.ADNNEC.ORG

Contact: Brandon C Holiday
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Website: www.adnnec.org
Tax ID 81-1236552

WELCOME LETTER

Dear Potential Partner,

I am writing this letter to you on behalf of Athletes with Disabilities Northeast(ADNNEC), a 501(c)(3) non-profit organization and Paralympic Sports Club. We work with disabled veterans, youth, and adults in nine (9) Paralympic sports and now ave he opportunity to have more of an impact working within the sport of Paracanoe (Sprint Canoe-Kayak). We face a challenge in the United States and that is that The American Canoe Association (ACA) does not have the staffing, infrastructure or funding to facilitate a year round program that supports proper recruitment and training program for our disabled Paracanoe Athletes.

Our main objectives are to create a national program for the recruitment and development of new and existing Paracanoe Athletes using a remote training program, camps, clinics and competitive events nationally and internationally.

The immediate need is to initiate the remote training program and start training camps in January 2020 in Florida. The Canoe-Kayak Paralympic Development Program brings the United States athletes tools and resources like a remote training plan, cadence censors and analytical feedback for its athletes to be more competitive in international competitions ranging from Pan-American Championships, World Cup, World Championships and the Paralympics.

The additional component of the Canoe-Kayak Paralympic Development Program provides recruitment clinics(SportsAbility) that are open to the community which expand and educate the community on preconceived notions of disability and focuses on the abilities of what a person can achieve. This allows for recruitment of new para-athletes and the community to participate in the sport of canoe and kayak, and meet emerging elite and Paralympic athletes.

We are proud to be providing the solution to this issue and create a Canoe Kayak Paralympic Development program for The American Canoe Association (ACA) which is the Governing Body of Canoe Kayak.

Sponsors will not only benefit from increased brand awareness and marketing opportunities, you will have the opportunity to support Americas disabled athlete's allowing consumers to view your brand in a positive light. #GoTeamUSA

Best Regards,

Brandon C Holiday

Executive Director

ABOUT US

THE SPORT

Para canoe made its debut at the Paralympic Games in 2016 in Rio de Janeiro, with six medal events at the Games (three men, three women), all in the kayak category. The United States had 3 females compete at the 2016 Paralympic Games, Kelly Allen, pictured to the right competed in Paracanoe womens Kl3 Sprint Kayak which, is a fast-paced, short-distance(200M) sport dictated by stability and strength with races taking between 40-60 seconds depending on mobility level.









Injured officer Brandon Holiday, Paralympian Kaitlyn Verfuereth, Va'a paddler Vadim Kin







Combat veteran Mike McCallum, Paralympian Kelly Allen, and US Marine Nik Miller

This canoeing discipline is for athletes with an impairment and races are contested by two types of boat, kayak (K) and va'a (V). At the international level, all Paracanoe races are individual events and competed at a distance of 200m.

MEET SOME OF OUR ATHLETES

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Kelly Allen

Kelly was born with a rare, birth defect called Proximal Femoral Focal Deficiency (PFFD). She is completely missing her left femur, patella, and fibula, along with a fully developed hip Socket. She has competed nationally winning several gold, silver and bronze medals, and internationally taking ranking 4th in the world in womens KL3 200m at the 2012 ICF Sprint World Cup in Poznan, Poland. Kelly competed at the 2016 Paralympics and finished 8th in the 200m KL3 women's Sprint Kayak.



Jamey Parks

As a young adult, Jamey lost his leg at the hip after getting struck by a vehicle on a freeway. This never stopped Jamey fro pursuing any goal. He has paddle KL3 Va'a to several gold Medals and National Championships and placed 4th at Duisburg World Championships in 2016 placing him as 4th bes in the world. In 2019, he was only .12 seconds of attaining the spot for the 2020 Tokyo Paralympics



Michael McCallum

Army combat engineer Mike McCallum paid with a sacrifice veteran of during Operation Iraqi Freedom, having both legs amputated above the knee after stepping on an improvised explosive device, or IED. In his first year and debut in international competition the 2019 Paracanoe Pan American Championships in Sao Paulo, Brazil, he placed fourth in the 200-meter sprint.He placed sixth in the 500-meter.



Kaitlyn Verfuerth

Kaitlyn Verfuerth is a 3-time Paralympian in Wheelchair Tennis competing in 2004 Athens, Greece, 2008 Beijing, China, and 2016 Rio, Brazil. Verfuerth has two gold medals, silver, and bronze competing in wheelchair tennis.She has switched now to Paracanoe and placed 3rd in KL2 women's and 2nd in VL2 womens at Pan American Championships



JIllian Elwart

Jillian born with PFFD which led to a limb revision, to an above knee amputation with upper extremity limb difference being born with only three fingers. She is a competitive force in the VL3 Va'a and KL3 sprint kayaker winning a Gold medal at 2019 Pan American Championships in Sao Paulo Brazil. She placed 4th at World Cup competitions in Poznan Poland, and has had a total of 8 podium finishes in the last two years at Sprint National Championships.



Blake Haxton

Blake Haxton debut in his first KL2 Men's Va'a competition in 2019, at Paracanoe Worlds in Szeged Hungary. He finished 3rd in Final B, in ranked 10th nation position. Blake then traveled back to the US and competed at the US Rowing Championships where he secured a quota spot at 2020 Toyko Paralympics. He can secure a USA quota for the Paracanoe next May by equaling or bettering his 2019 Paracanoe World Championships 10th nation finish.







Paralympian Sprint Kayaker Alana Nichols





Paralympian Sprint Kayaker Kelly Allen





Va'a Paddler Jamey Parks







US Army Combat Veteran, Va'a paddler Michael McCallum

Canoe-Kayak Paralympic Development Program (CKPDP)

Your generous sponsorship will provide an infrastructure to help the Athletes with disAbilities Network Northeast provide the United States Canoe-Kayak governing body with the infrastructure to recruit, develop and train elite Paracanoe athletes.

- **Coaching** (*Virtual training program, Athlete testing, In person camps*)
- **Recruitment & Clinic Program**
- **Athlete Support** (*Uniforms, Travel Assistance*)

Coaching

Elite and developmental athletes will come together from varying states in the country to train at these camps and prepare for national and international competitions to represent the US. They will work with the US National Coach Deb Page, and Paddle California Coaches Olympians Maggie Hogan and Michele Eray to improve in all areas, working to attain the title Paralympian.

Recruitment

For this Clinic the community will be invited to attend and meet Olympic and Paralympic athletes as well as developing Para-Athletes. These camps help to educate the community and allow attendees to see the abilities of our Para-Athletes who have overcome adversity after dealing with life changing events such as car accidents, combat related and in the line of duty injuries and diseases. Sports are an amazing tool which provide a catalyst for healing and purpose.

Athlete Support

National Competitions are built into two of the training camps offered to Para-Athletes and international competitions will show the improvements athletes have made over the course of each year. Each camp is built to assist athletes in improving their fitness, endurance and building to improve times to be more competitive against our international counterparts.

COMPETITION & CAMP CLINIC DATES

- JANUARY 2020- INDIAN HARBOR FLORIDA
  Two week training camp, 1 day clinic

- MARCH 2020- INDIAN HARBOR FLORIDA
  Two week training camp, 1 day clinic

- APRIL 2020- TEAM TRIALS- Lake Lanier Ga
  4 day training camp leading up to trials, 1 day clinic.

- **MAY 21-24TH ICF Paracanoe world Championships and Paralympic Qualifier**

- JUNE 2020- TED HAUK REGATTA-Seattle Wa
  4 day camp leading up to regatta

- JULY 2020 CAMDEN COUNTY BOATHOUSE

- TBD- CAMDEN OHIO ACA NATIONALS

TOKYO 2020
PARALYMPIC GAMES

- 2020 Summer Paralympic Games
  Tue, Aug 25, 2020 – Sun, Sep 6, 2020
  Venue: Sea Forest Waterway
  Dates: September 3 - 5, 2020
  Competitors 90 in 9 events

Budget

Canoe-Kayak Paralympic Development Program -
Program Goal: $165,883

Program Costs Total Cost

1. **Coaching**	$ 14,400.00
(Virtual training program)	Included
(Athlete testing, In person)	Included
(Equipment VAAKA Sensors)	$ 1,600.00
2. **Recruitment/Administrative**	$ 7,899.00
Camps/Clinics	$ 32,579.00
Housing	$ 13,800.00
Coaching	$ 21,500.00
3. **Athlete Support**	
Uniforms	$ 11,905.00
Competition Nationally	$ 30,600.00
Travel International	$ 31,600.00
Total	$165,883.00

SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR

$165,883



- *Only 1 available*
- Table and representative at event
- 6 Tickets to Banquet US ACA Sprint National Canoe Kayak Championships
- Exclusive VIP Experience for 4 guests with US Canoe Kayak National Team Athletes at US ACA National Championships (***accommodations and travel costs covered by sponsoring company***)
- Company Banner Displayed at event and on ADNNEC Banner at US ACA National Championships (***Banner Provided by Sponsoring Company***)
- Link with logo to your organization on Athletes with disAbilities Network NE(ADNNEC), ACA and Paddle California website
- Company logo on the printed flyers, brochure Company logo in electronic memos relating to the event
- Company spotlight in E-Newsletter, paddle magazine
- Acknowledgement on ADN, ACA, PC social media pages
- Opportunity to make remarks at event (***Clinic, Camp)***
- Full page back cover ad and front cover logo placement in the printed program*
- Logo printed on T-shirt

(**when allowed and in compliance with Rule 40 IPC,USOPC Guidelines*)

SILVER SPONSOR

$12,500



- Table and representative at event
- 4 Tickets to Banquet US ACA Sprint National Canoe Kayak Championships
- Exclusive VIP Experience for 2 guests with US Canoe Kayak National Team Athletes at US ACA
- National Championships (***accommodations and travel costs covered by sponsoring company***)
- Company Banner Displayed at event and on ADNNEC Banner at US ACA National Championships (***Banner Provided by Sponsoring Company***)
- Link with logo to your organization on Athletes with disAbilities Network NE(ADNNEC), ACA and Paddle California website
- Company listed on the printed invitation for the event (***approximately 3,000***)*
- Acknowledgement in electronic memos relating to the event (***approximately 4,000***)
- Acknowledgement on Athletes with disAbilities Network NE(ADNNEC), ACA and Paddle California social media pages
- Half page ad in the Event Program*

(**when allowed and in compliance with rule 40 IPC,USOPC Guidelines*)

BRONZE SPONSOR



$7,500

- Table and representative at event
- 2 Tickets to Banquet US ACA Sprint National Canoe Kayak Championships
- Exclusive VIP Experience for 2 guests with US Canoe Kayak National Team Athletes at US ACA
- National Championships (***accommodations and travel costs covered by sponsoring company***)
- Company sign displayed at Event (***Banner Provided by Sponsoring Company***)
- Company logo on the electronic invitation for the Event
- Link to your organization on Athletes with disAbilities Network NE(ADNNEC), ACA and Paddle California website
- Acknowledgement in electronic memos relating to the event (***approximately 4,000***)
- Acknowledgement on Athletes with disAbilities Network NE(ADNNEC), ACA and Paddle California social media pages
- Quarter page ad in the Event Program*

(**when allowed and in compliance with rule 40 IPC,USOPC Guidelines*)

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U.S. PARALYMPICS

ACA

PARALYMPIC SPONSOR



$3,500

- Table and representative at event
- 4 Tickets to Banquet US ACA Sprint National Canoe Kayak Championships
- Exclusive VIP Experience for 2 guests with US Canoe Kayak National Team Athletes at US ACA National Championships (*accommodations and travel costs covered by sponsoring company*)
- Company Banner Displayed at event and on ADNNEC Banner at US ACA National Championships (*Banner Provided by Sponsoring Company*)
- Company spotlight in E-Newsletter
- Link with logo to your organization on Athletes with disAbilities Network NE(ADNNEC), ACA and Paddle California website
- Company logo on the printed invitation for the event (*approximately 3,000*)*
- Acknowledgement in electronic memos relating to the event (*approximately 4,000*)
- Acknowledgement on Athletes with disAbilities Network NE(ADNNEC), ACA and Paddle California social media pages
- Opportunity to make remarks at event (**Clinic, Camp**)
- Full page ad in the printed program*
- Logo printed on T-shirt

(**when allowed and in compliance with Rule 40 IPC,USOPC Guidelines*)

UNIFORM SPONSOR

One of the greatest honors an athlete can have is to represent their country in any way. Despite the length of competitions which is usually 3-4 days, athletes are provided one set of uniforms (due to budget constraints). Having more than one set allows the athlete to spend less time washing their uniform and more time focusing on rest and racing. Our coaches are not provided with a full uniform as well due to financial constraints. Uniform Sponsors have three sponsorship opportunities:

- Sponsor Canoe/Kayak Team Uniforms (Para ca) **$11,905**
- Sponsor Women's or Men's Canoe/Kayak Team Uniforms (Para canoe) **$5,952**
- Sponsor one female team member- **$496**
- Sponsor one Men's team member- **$496**



IN-KIND SPONSOR

- Listed on website as supporting sponsor

OUR COACHES



Deborah S Page, Col, USAF, BSC (Ret)

Col Page has coached the USA Paracanoe National Team every year at Paracanoe World Championships since 2009, and she was the Team Leader for the USA Paracanoe Team at the 2106 Rio Paralympics.

Col Page has coached athletes with a wide range of disabilities, including limb amputations/congenital defects, cerebral palsy/traumatic brain injury, and every level of spinal cord injury. In addition to a DVM degree from Michigan State University, she holds a Masters in Public Health from Johns Hopkins University. She served 22 years in the USAF in the public and occupational health fields, and was a hospital commander before her retirement. Col Page resides in the Melbourne, FL area.

She was on the USA team competing at the North American Championships from 1962 to 1968, and was on the 1966 USA World Championship Sprint Canoe Team in East Berlin. A certified USA Canoe/Kayak coach, she coached at USA development camps in the late 1980's, and at the club level in more recent years. She competed and coached outrigger canoeing in Hawaii, California, D.C., and Florida since the 1990's. She is a veterinarian, and this medical background serves her well in understanding the physical University.



Maggie Hogan and Michele Eray

Paddle California is an unique coaching business powered by 2016 US Olympic Coach and 2008 Olympian, Michele Eray and supported by 2016 US Olympian, Maggie Hogan. The company offers live, in-person coaching sessions to individuals and groups as well as an innovative online coaching platform that can deliver customized programs to athletes anywhere on the planet. The company employs cutting edge data capture technology to monitor training programs and measure success.

Paddle California programs are a perfect fit for athletes who do not have live coaching on a daily basis, teams and coaches that need a professional program, and coaches who want to use technology to monitor their athletes. Paddle California offers proven, effective coaching to many under-represented water sports such as prone paddle boarding, canoe sprint, surf lifesaving, surfski and outrigger.

PADDLE CALIFORNIA

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U.S. PARALYMPICS

ACA CANOE · KAYAK · SUP · RAFT · RESCUE

SPONSORSHIP FORM

Organization Name: _____

Organization Contact: _____

Organization Address: _____

_____

Sponsorship Level (please circle one):
Gold ($165,883) Silver ($12,500) Bronze ($7,500) Bronze ($3,500)

Uniform Sponsor Details: _____

_____

In-Kind Sponsor Details: _____

_____

Payment by Check (Payable to: Athletes with Disabilities Network NorthEast)
Tax ID 81-1236552, Memo Line USA Paracanoe
PO Box 612
Moorestown, NJ 08057

Payment by Credit Card:
Amount to be charged to Credit Card: $_____

Name on Card: _____

Card Type (please circle one):
VISA MasterCard American Express Other: _____

Card Number: _____ Expiration Date: _____

Security Code: _____

Billing Address: _____