



IF ADVENTURE CHALLENGE 2017

SPONSORSHIP OPPORTUNITIES

Saturday, September 9th, 2017 – Port Moody, BC

JOIN US



**Saturday, September 9th, 2017
Rocky Point Park, Port Moody, BC**

Join us on September 9th, 2017 for a terrific 3-discipline event (kayak, mountain bike, trail run) that aims to help reduce bullying and increase physical activity in kids.

ABOUT US

Situated in Port Moody, BC, the course offers amazing scenery and brings together over 150 racers of all participant levels—from beginning adventure racer to seasoned athlete to compete in this exciting and energetic event.

Afterwards, participants and spectators enjoy the family-friendly **Finish Hub** where they can enjoy a beer and burger, listen to an amazing band, and reap in the rewards of finishing.

ABOUT

Since its inception in 2006, the Adventure Challenge has raised \$1.86 Million for charity.

All proceeds of this year's event will be split between two charities – **Physical Literacy for Life** and **I AM SOMEONE Ending Bullying Society**, raised by participants who enter in either teams of 2 or 4.

With 75 volunteers and 150 participating racers, this amazing full-day event is celebratory, cheerful, and challenging!

Help reduce bullying and increase physical activity in kids by becoming a SPONSOR TODAY!

Thank you for your consideration.

The **IF** Adventure Challenge Organizing Team

Matt Young
Founder, Innovative Fitness

Drew Mitchell
Physical Literacy
for Life

Kris Schjelderup
Innovative Fitness Port Moody

Andrea Howorth
I AM SOMEONE Ending
Bullying Society

PROCEEDS SUPPORT



Physical Literacy for Life

Physical Literacy for Life aspires to develop physical literacy in all Canadians by offering education, conducting research, and developing the resources, tools and programming that will result in more people being active for life, thus enhancing the population's health and wellness.

LEARN MORE

www.PhysicalLiteracy.ca



Bullying is confusing and can be hard to recognize. I AM SOMEONE Ending Bullying Society has partnered with bc211. By sending an anonymous text message to 211, youth can access non-judgmental, professional support, as well as options, information, and referrals to services in their community that can help 24/7.

LEARN MORE

www.IAMSOMEONE.ca

2016 ADVENTURE CHALLENGE FACTS



\$100,000 RAISED



150 PARTICIPANTS



75 VOLUNTEERS



**SUNNY DAY, BEAUTIFUL
SCENERY, AND LOADS OF FUN!**

OUR VOLUNTEERS AND SUPPORT NETWORK

Sponsors are a crucial part of this day, and a vital element to our success. The event is a fundraiser with a community awareness and spirit-building component.

Adventure Challenge sponsors get heightened brand awareness to an elite, highly educated, and athletic demographic and captive audience of participants, volunteers and spectators.

All sponsors are invited to attend on September 9th to further share in the journey.



SPONSORSHIP OPPORTUNITIES

We're seeking **cash sponsorship, prizing and incentives** for fundraisers, and **in-kind partners for event logistics** (media, security, first aid, communications, signage, race numbers, race timing, fencing, tents, food and beverages, racer hydration and fuel).

If you're looking to do some good in the community and get great brand recognition to a high income, athletic, health conscious demographic, please consider sponsoring this year's Innovative Fitness Adventure Challenge!

PRESENTING PARTNER \$12,000

As the Presenting Partner you will be highlighted as a leading partner for this Signature Event and will be afforded significant opportunities for recognition and brand activation. Presenting partners also get entry for a team of 4 to participate and help you get the most out of your sponsorship. This is the sponsorship level for those who want to stand out and make a statement of their community spirit!

COURSE CHAMPION \$5,000

Kayak, Bike, Run, or Racer Lounge

Select your discipline and become one of 4 Course Champions where you will be recognized as the exclusive sponsor for that segment of the event. This is a terrific way to stand out at the event.

COMMUNITY SUPERHERO \$2,500

Our Community Superhero sponsors come in many shapes and forms. Some have branded and run a water station, others have sponsored a key element of the event. Ask us how we can customize the perfect activation for your brand!

COMMUNITY BUILDER \$1,000

We can't do the event without our Community Builder sponsors! Whether it be a cash or in-kind sponsorship to fulfill our event needs, the Community Builders get ample exposure to our audience and throughout the community with a modest buy-in.



SPONSORSHIP RECOGNITION AND PERKS

	Presenting Sponsor \$12,000	Course Champion \$5,000	Community Superhero \$2,500	Community Builder \$1,000
Top Tier Logo inclusion on all Media Ads and Print Material	✓			
Top Tier Logo inclusion on all Participant Material	✓			
Top Tier Logo Inlusion on www.ifac.ca	✓			
Top Tier Logo Inclusion on Key Event Signage	✓			
Top Tier Logo inclusion on Post Event Thank You Ad	✓			
Logo on Participant T-Shirts	✓			
Logo Inclusion on Digital Screen in all IF Gyms	✓			
Logo inclusion on all Event Print Material	✓			
Logo inclusion on all Participant Print Material	✓	✓	✓	
Logo inclusion on Event Thank You Board	✓	✓	✓	✓
Logo inclusion in Post-Event Thank You Ad	✓	✓	✓	
Name Inclusion in Post-Event Thank You Ad	✓	✓	✓	✓
Logo inclusion on www.ifac.ca	✓	✓	✓	✓
Logo inclusion on the Physical Literacy for Life website: www.PhysicalLiteracy.ca	✓	✓	✓	✓
Logo inclusion on I AM SOMEONE Ending Bullying Society website: www.IAMSOMEONE.ca	✓	✓	✓	✓
Social Media Posts (Facebook/Twitter)	min. 8 posts	min. 4 posts	min. 2 posts	min. 1 post
Opportunity to be Race Marshall		✓		
Verbal Recognition on Event Day	min. 15 times	min. 8 times		
Verbal Recognition during Awards Ceremony and Participation on Event Stage	✓	✓	✓	✓
Opportunity to include Item in Racer Bags (250) (i.e. Sample product, free passes, & swag)	✓	✓	✓	✓
Event Marketing/Activation opportunity on site	✓	✓	✓	✓
Recognition Certificate Post Event	✓	✓	✓	✓

CUSTOMIZED OPPORTUNITIES AVAILABLE

For more information and to join us, **contact: ac@innovativefitness.com** or visit www.IFAC.ca



ADVENTURE CHALLENGE

SUPPORTING  Physical Literacy for Life



Thank You for Your Consideration

For more information and to join us

ac@innovativefitness.com or visit www.IFAC.ca