

Kitestock Event Sponsorship, June 5-7, 2009

So what is Kitestock?

Kitestock, in its 8th year is the largest kiteboarding event in Canada. The event which started as a local gathering to kick off the warm water kiting season has blossomed into a festival sponsored by several of the major kiteboarding brands. Last year's event attracted over 250 kiteboarders from the USA and Canada and hundreds of spectators. Media outlets from all over Ontario covered the event and it was a top story on Global TV's 6 and 11 broadcasts. The event is covered by The Kiteboarder, SBC Kiteboard and Kiteboarding Magazine, as well as CBC Canada and local TV, radio and new outlets.

Why Sponsor Kitestock?

- Kitestock is an established event in its 8th year attracting top industry reps and riders from all over N.A.
- Extensive media coverage: Local and National TV and newspaper, CBC radio, The Kiteboarder, SBC Kiteboard, Kiteboarding Magazine, C-K Tourism.
- Proceeds from gear raffle are donated to the Make a Wish Foundation. Last year we donated \$1000.
- A not-for-profit community event, by the riders, for the riders.
- Even without a wind forecast we have events for the full weekend and get a good turnout.



Image 1 – Dozens of Kites setup for Kitestock 08



Image 2 – Kitestock's headlining band – Ruth's Hat



Image 3 - Surf Culture Canada/Coghe's Marine Pontoon. Our own 40 foot floating island.

3 Levels of sponsorship:

1. Gold Level: \$1000

- Headlining logo on all event advertising materials, company literature/brochures.
- Headlining website banner.
- Banner spots on 40ft event pontoon, and prime location for information booth/tent at event site and riders party.
- Billing as sponsor for Saturday mornings riders meeting (breakfast is free of charge for participants).

2. Silver Level: \$500

- Secondary logo on all event advertising materials, listing as event sponsor on website, table at event site and riders party.

3. Bronze Level: \$250

- Supporter logo on all event advertising materials and banner spot on riders party stage.

We are inviting all kiteboarding industry companies to represent by:

- 1) Making a financial contribution to support the event.
- 2) Sending team riders and reps to showcase their product.
- 3) Having product representatives present to setup a demo area.
- 4) To donate product to our gear raffle at the riders party. All the proceeds of which will be donated to the Southwestern Ontario Chapter of the Make a Wish Foundation.

***Demo gear and factory seconds are welcome.**



Figure 4 – In the event of no wind the event goes on: wakeboard boat, slider and kickers, sumo, SUP



Image 5 – Kickers, Sliders and lots of photo opts.



Image 6 – 50+ kites filled the sky at the Bay during Kitestock 08

Where the money goes

Sponsorship funding is used to cover the following major event expenses to help keep this unique event viable and to help it continue to grow:

- Event Insurance (\$500)
- Lodging for Industry Reps and Professional riders (\$1000)
- Bands for Riders Party (\$1000)
- Sound System Rental (\$250)
- Advertising (\$750)
- Food and Beverage (\$750)
- Misc Costs (\$500)
- Rental of Facilities (\$500)



Image 7 – The Surf Culture Canada girls at the party

Contact Info:

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Image 9 – Tim Blanchard
Organizer Kitestock
Owner Surf Culture Canada



Image 8 – Items for auction at the rider's party