

# ***Kitestock Event Sponsorship***

## **So what is Kitestock?**

Kitestock, in its 9th 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. The event attracts hundreds of kiteboarders from the USA and Canada, as well as hundreds of spectators. Media outlets from all over Ontario cover the event and it has been 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 9<sup>th</sup> 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.
- 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**



**Image 2 – Kickers, Sliders and lots of photo ops.**



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

## Sponsorship Opportunities

To keep this event going we are looking for assistance in the following areas. In exchange for your support we can provide the following:

- Headlining logo on all event advertising materials, company literature/brochures.
- Headlining website banner.
- Banner spots and booth/tent locations at the event site and riders party.

### 1. Riders Breakfast : \$750

On Saturday morning from 8-10am we are looking for a company to cover the cost for a rider's breakfast for all the event participants and volunteers. Parkside Restaurant puts on a buffet style meal for us and charges \$5 per person. Tickets are handed out to riders at the Friday night party or left for riders as they check into their rooms. Last year we printed 100 tickets and had 85 riders take part. This year we will be printing 150 tickets so are looking for a \$750 commitment.

### 2. Party Sponsor: \$1000

This year's Rider's Party will be headlined by Ruth's Hat and Truckstop Super Friends. This is the premier exposure opportunity for a sponsor as the gear raffle takes place between sets and many non-kiters are present. A cookout dinner kicks off the party from 6-8pm ensuring riders make their way to the party after a long day at the beach.



Image 4 – Kitestock's headlining band – Ruth's Hat



Image 5 – Items for auction at the rider's party



Image 6 – The Surf Culture Canada girls at the party

### 3. Gear Raffle: Product/Service Donations

One of the most talked about events at Kitestock is the gear raffle made possible by our generous supporters. Demo gear, swag, one offs, overstocks are all welcome but we need some big items to get people stoked. The money raised from the raffle goes to cover our costs with the remaining funds being donated to Charity. \$1400 has been donated to the Make-A-Wish foundation from the last 2 kitestocks.

### 4. Team Riders/Reps and Demo Gear

As this is the only event on the Canadian side of the Great Lakes we are putting this as a major focus for this year's event. Show the Great Lakes scene why they should be purchasing your gear and have your top riders here to showcase how your gear can push their riding to the next level.

### 5. Event T-Shirts: \$1000

Last year we printed 100 t-shirts for use as give-aways. They were gone before the party even started! This year we will be printing 200. The front design was a big hit, now it's your chance to have the entire backside for your company logo.

❖ **We look forward to your support in helping us continue this community based grassroots kiting event. Thank you**

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Image 7 – Kitestock 09 T-shirt.

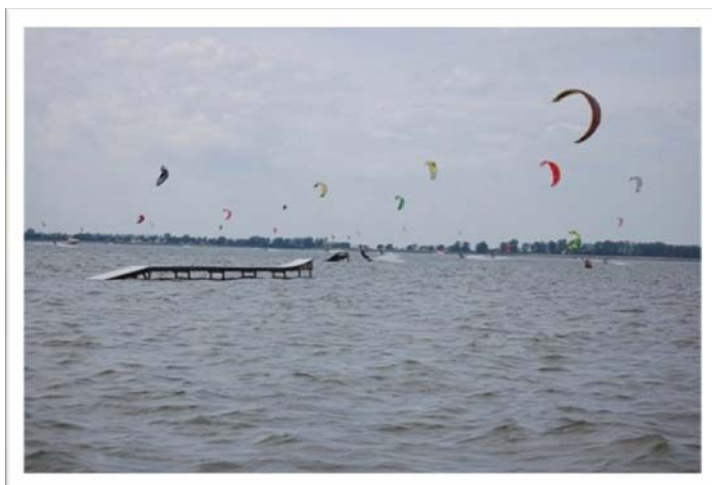


Image 8 – Overview of main riding area at Mbay



Image 9 – Tim Blanchard  
Organizer Kitestock  
Owner Surf Culture Canada