

**Romancing
The Jewel**



**SNOW KITING
COMPETITION**

Event Sponsorship

Presented by



Romancing The Jewel



Romancing the Jewel

In its first year of promoting Snow Kiting on Lake Nipissing , we are a segway in from a similar event which took place in 2007 . Now Action Sport Enterprises is capitalizing on all the fun the previous athletes had during that event and making it a yearly happening for kiting enthusiasts to enjoy and win cash prizes

With sponsorship coming from a wide array of Kite Schools, Kite Stores, and Retailers to Major Kite Brand Manufacturers, Resorts and other firms who are interested in participating in this fun event.

Operating under one of the longest running and most prestigious snow sailing events www.wissa.org

The Event is open to Kites Athletes from all over the World however we try to concentrate on Athletes from Ontario & Quebec. We will be bringing in hundreds of spectators to enjoy the competition

The event will gain coverage from a number of media formats from Television , Print and Radio as well as online promotion via blogs , twitter and other online publications. There will also be posters placed throughout sporting goods retail stores in Ontario and Quebec.

Why Sponsor Romancing The Jewel Snow Kiting Competition

- Kiting is growing in strength as a colourful and vibrant sport even gaining recognition as an Olympic hopeful in the years to come with the work of Sir Richard Branson of Virgin Mobile and Airlines fame. an avid proponent of kiting. Our event will be held yearly attracting riders and reps in the ever growing kiting industry
- The event will be utilizing the registration fees from the contestants to give away thousands of dollars in cash to the winners.
- The event will be donating 10% of the registration proceeds to a charity that will be selected by the athletes naming that charity on their registration forms. The charity will be drawn at the gala awards dinner.
- A community event to attract tourism to the North Bay area and showcase beautiful Lake Nipissing as a hidden jewel of the North for snow kiting enthusiasts.
- An open air venue featuring tents from many of the kiting industry ancillary retailers who will show their wares on the ice at our Trade Winds Outdoor Mall.
- Refreshment and Food venue adjacent to the Trade Winds Mall giving athletes and spectators a place to fuel up or enjoy their favourite libation
- Additional activities like Kite demonstrations and lessons
- Children's activities , make your own kite and face painting
- Snowmobile and ATV rides and demos
- Ice Skating for the families
- Professional sound system rocking the event
- Other activities will be joining the events line up as the competition develops

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Romancing The Stone Race Format

Welcome to Our Event

We Have Put Together a General Format To Give a General Description of how Participants Will Involve Themselves in the Race



The race is similar to the race that was carried on in 2007 on Nipissing <http://www.kiteloft.ca/archive/events.html>

- The race will be a 25 k race set up as 7 heats of 25 kites per heat. Ideally it should take 1 hour to 45 minutes per heat. Each heat will start in 15 or 20- 30 minute cycles (depending on Wind speeds) from the original start point.
- During the final lap the last kilometre there will be a section where kites will be required to free style 3 tricks during that last kilometre section it will be flagged off ...so kites will know when to start their freestyle moves.
- 1st 2nd and 3rd place kites move to the finals.
- There will be 21 kites in the final round and the same freestyle scenario applies. Should kites not perform 3 separate tricks in the Freestyle Zone they will be moved back one spot from their finished position.
- These will be monitored by video and by judges situated in the in the freestyle zone.
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- The first wins 40% of the registration of all the kites the second gets 20% and third gets 10%. A further 10% will be donated to a charity that will be drawn from the registration forms during the awards banquet Saturday night or Sunday afternoon. Depending on conditions
- If there is absolutely no wind on the Saturday it will move to Sunday if there is absolutely no wind on Sunday the race itself will be cancelled and the Kiting registration fee of 140.00* will be refunded and we will simply enjoy a day on the lake with all of the festivities. We recommend that you bring wind meters and a full quiver to accommodate all wind conditions. As long as there is wind we will furl...We will do our utmost not to cancel the competition. If riders think that there is not enough wind to sail and others in their group of 25 do sail that individual's registration fee will remain in the pot and they will forfeit their place and not be allowed to ride with another group. Riders for each group of 25 will be randomly selected the morning of the race.

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Sponsorship Levels

Title Sponsor : \$46,500

Top billing and mention in all Media for Television, Print & Radio “(your company name) presents Romancing the Jewel Snow Kite Completion “

Feature name on all racing Bibs

Feature name on all T-shirts sold and 45% of net revenues of t-shirt sales

Top feature in all forms and event handouts including posters distributed and registration forms.

Feature print on all banners at entrance to the event.

Exclusivity of all video, to use in your website or any other future promotional venture.

No charge 20x10 space at the Trade Winds Mall.

Seating for 5 at the awards banquet.

Free executive suite for over night accommodation at pinewood clarion resort and spa for the event.

VIP tickets to allow for 30 free beverages at the outdoor food court.

First right of refusal for entrance into forthcoming events *

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Sponsorship Levels

Executive Sponsor : \$18,700

Second name on a portion of all racing Bibs

Second name on all T-shirts sold and 15% of net revenues of t-shirt sales

Second feature in all forms and event handouts including posters distributed and registration forms.

Feature print on all banners at entrance to the event.

Restricted use of video, to use in your website

Half price charge 20x10 space at the Trade Winds Mall.

Seating for 2 at the awards banquet.

Free over night accommodation at pinewood clarion resort and spa for the event.

VIP tickets to allow for 10 free beverages at the outdoor food court.

First right of refusal for entrance into forthcoming events *

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Sponsorship Levels

Affiliate Sponsor : \$500.00

Name on all T-shirts sold and 2 free T-shirts

Logo in some of the forms and event handouts including posters distributed and registration forms.

Logo on all banners at entrance to the event.

Logo featured in video, used in others websites and online

30% discount 20x10 space at the Trade Winds Mall.

Seating for 2 at the awards banquet.

50% off over night accommodation at pinewood clarion resort and spa for the event.

VIP tickets to allow for 4 free beverages at the outdoor food court.

First right of refusal for entrance into forthcoming events *