



Sponsorship Opportunities

Background

Covert Wake Jam is Vancouver's premier wakeboard tournament for amateur & pro competitors. This year, our competition is proud to carry the distinction of the **2011 BC Provincial Wakeboard Championships**, as sanctioned by Water Ski and Wakeboard BC. Since 2007, our event has proven to be a success attracting competitors and spectators from around the Province. Winners of this competition qualify for the Canadian National Wakeboard Championships.

Event Details

- August 12 – 14, 2011
- Hosted by: **The Vancouver Water Ski Club** – Bedwell Bay (back side of Belcarra Park, up Indian Arm directly across the water from Deep Cove)
- Access: Via hourly barge trips from the government dock in Deep Cove, North Vancouver, BC

Exposure

Competitors: 80 -150
Direct spectators: 250-400
Non-direct spectators: 500-1000

Sponsor logos will be displayed on the event website (<http://www.covertwakejam.com>); on posters to be put up in the community and local shops; and on event t-shirts. Any other print, radio, or TV exposure will include sponsor logos and/or mentions.

Additional exposure will be through the Water Ski and Wakeboard BC website and sponsors' email distribution lists.

Competitors will come from around the province, and the majority of spectators will be from the Greater Vancouver area. The demographic is varied, as a number young competitors attend the event with their parents. Most competitors fall into the 15-35 age group.

Rider Lineup

In addition to amateur divisions, the event also includes the Pros, who provide awe-inspiring tricks for the spectators.

Prior event pros include Justin Anderson, James Balzer, Matt Bibby, Tanner Champion, Chris Dunn, Daniel Dyck, Dan Elliott, Jessie Finestone, Kurt Jesson, Gordie Lehane, Dustin O'Ferrell, Evan Park, Justin Pineau, Jordy Stubbs, Matt Tyson, and Alex Shanks.

Previous Event Sponsors

We have had numerous sponsors in the past, including the following (in no particular order):

Coors Light	XCEL Westsuits
Mastercraft Tournament Boats	Dbot5 Wakeboard Tower Accessories
Committed Board Shop	ICHOR Wakeboard Towers and Accessories
The BoardRoom Board Shop	Kindred Construction
Hyperlite Wake Mfg.	M & M Meats
Ronix Wakeboards	KINeSYS Performance Sunscreen
Liquid Force CWB	Comox Valley Insurance
O'Neill	SBC Wakeboard Magazine
Sector9 Skateboards	Volcom
North Shore Ski and Board	Nautiques by Correct Craft
Wakelife	Granville Island Brewery
Cowboy Coffee	Reef
Port of Vancouver	ICHOR
Sector 9	Spy

Sponsorship Levels

PREMIER: \$1000 in cash or \$2000 in product

- Premier placement of logo on event t-shirts, web and print materials
- Premium banner location at site (up to 4 banners)
- Four-person preferred spectator seating on tournament boat.
- Tent space at event if requested
- Audio mention throughout event

SHOWCASE: \$500 in cash or \$1000 in product

- Logo on event t-shirts, web and print materials
- Banners on site (2)
- Audio mention during event

SUPPORTER: \$250 in cash or \$500 in product

- Logo on web
- Audio mention during event

Note: large product items may be chosen to sell at a silent auction to help fund the event. If so, sponsor names will be easily associated with products. Other product is used as prizes for competitors.

Web Site

The event website is <http://www.covertwakejam.com>. Links will be available through the Vancouver Water Ski Club (<http://www.vwsc.org>), and Water Ski and Wakeboard BC (<http://www.wswbc.org>).

Deadline

Confirmation of sponsorship must be received by Wednesday June 30 to include logos on t-shirts and other print materials.

Contacts

For more information on sponsorship opportunities, contact any of the following people:

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