



Invites your Business to Get Involved in the

2010 Canadian National Hang Gliding Championships

Dear Sponsor:

The **2010 Canadian National Hang Gliding Championships** will be held in Lumby, British Columbia **June 13-19 2010**.

The National Hang Gliding Championship will immediately follow the very popular 5th annual Lumby Air Races that includes both Hang Gliders and Paragliders. This is sure to boost attendance and participants numbers as well as the interest of spectators during the week long event.

The National event will draw Canada's best Hang Glider pilots, and other pilots from around the world who will compete at this very challenging race that will have a world rating with the CIVL FAI and sport flying association and earn pilots world points for the next World Championships in Sigillo Italy in 2011.

The competitions are exciting triangle, rectangle and open distance races measured by GPS equipment carried on board each glider and scored at the end of each day on special computer software.

Pilots will foot launch their gliders overlooking the town of Lumby from 3500 feet above sea level and circle up in hot rising thermal air currents to heights of up to 12500 feet above sea level before racing around 25km, 50km and 100km courses.

Organized and hosted by the well-regarded, registered, not for profit society, The Lumby Air Force Flying Club, this will be the 8th time the club has won the bid for The National Hang Gliding Championships since the club's inception and first meet 34 years ago. The National Meet Director is local pilot/LAF director Garth Hemming who moved to Lumby several years ago because of the great hang gliding here and he was also one of the organisers of the very successful 1996 nationals in Saskatchewan. The competition and all sponsorship and event

activities will be based at the Freedom Flight Park one mile north of town on Mabel Lake Road.

There are many exciting levels of sponsorship for this event beginning at just \$100.00, and including Title Sponsorship for \$5000. In keeping with the 2010 Olympics, sponsors can become a medalist with our Gold, Silver or Bronze cash or gifts-in-kind sponsorships.

Receipts can be given to you for advertising or as a donation.

Local businesses will benefit by promoting their goods and services to the local spectators and the visiting pilots and their families and friends. Industry will benefit by gaining access to their target market over the course of the week-long event and promoting their new products and technologies on-site.

Sponsorship Opportunities: Select & check your preferred sponsorship option from these exciting opportunities and contact Sponsorship Coordinators, Randy Rauck or Garth Hemming for follow up.

- Title Sponsorship \$5000** Name the National Event after your company. Benefits include all media news releases, website and print material, mention at every pilots meeting, opportunity to speak at the opening and closing dinners, a 20x20 booth onsite (sponsor supplied), 4 tickets June 12th dinner, & June 19th Awards Banquet, logo on poster & program, Pilot Registration Package promotion, on-site event signage (sponsor supplied), 2 dinner and party event tickets, clickable website logo, sponsor-badge for your own website use
- Prize Sponsor** (please call for details on prize sponsorship)
 - Open Class
 - King Posted Class
 - Sports Class
- Morning Pilots Meetings Sponsorship:** include daily 9 am introduction and thank-you mention and signage. June 13-19 single day or multiple days available at \$50/day.
- Medal Sponsors (cash or gift-in-kind):**
 - **Gold - \$1000** logo on poster & program, Pilot Registration Package promotion, on-site event signage (sponsor supplied 4x6' max size), on-site booth (max 10x10' sponsor supplied), 2 dinner and party event tickets, clickable website logo, recognition at dinner event, sponsor-badge for your own website use
 - **Silver - \$500+** name on poster & program*, Pilot Registration Package promotion, on-site event signage (sponsor supplied 4x4 max size), on-site booth (max 8x8' sponsor supplied), 2 dinner and party event tickets, clickable website logo, recognition at dinner event, sponsor-badge for your own website use
 - **Bronze - \$100-\$499** name in program, Pilot Registration Package promotion

clickable website logo, recognition at dinner event, sponsor-badge website.

Benefits to Sponsors and Community:

- ☑ Awareness of your business by pilots, families and friends.
- ☑ Direct sales opportunity through on-site displays and coupons
- ☑ Sponsorship badge for use on your own letterhead, website etc for 2010.
- ☑ Event tickets (depending on sponsorship level) for engaging with pilots
- ☑ Website promotion and links
- ☑ Establish Lumby as the Hang Gliding Capital of Canada!
- ☑ Short and long term economic support for our community.

For sponsorship, media kits or further information please contact Randy Rauck, Lumby Air Force Flying Club at 250 307 7553 or email Randy@BeBOLD.com or Garth Hemming 250 308 4809.

For more information on the **2010 Canadian National Hang Gliding Championships** visit www.LumbyAirForce.com

Thank you for your interest in sponsoring this exciting event and supporting our community! And Remember...All pilots and entourage will be supporting all sponsors directly while visiting our community for the events and on their many return visits over the years. Also the economic multiplier effect is very real and based on studies which indicate that 80% of the money that is spent locally stays in the community and is cumulative as it gets cycled over and over again. Assuming 100 Pilots and family attend an event in Lumby over a 10 day period , and each family spends an average of \$100.00/day, the initial investment of \$100,000.00 will have a net cumulative effect of over \$500,000.00. This means that even small events can have a tremendous impact on our community.

SIGN HERE

Randy Rauck
Sponsorship Coordinator
2010 National Hang Gliding Championship
250 307 7553

*please note sponsorship recognition on poster and program is conditional on printing date. Book your sponsorship early to ensure recognition.