



TEAM CANADA 2016
YOUTH WORLD CUP

2016 Team Canada Sponsorship Proposal





TEAM CANADA 2016
YOUTH WORLD CUP

History & Overview

- ▶ International event held every 2 years, hosted by a different country around the world
- ▶ First held in 1978 in Victoria, Australia with Canada, USA and Australia competing
- ▶ Canada hosted the YWC in 1980, 1990, and 2008
- ▶ 2016 marks the 20th YWC in Tamworth, NSW, Australia
- ▶ 13 countries will be represented in 2016 including: Australia, Belgium, Canada, Israel, USA, United Kingdom, New Zealand, Denmark, France, Germany, Ireland, Italy, and Japan





TEAM CANADA 2016
YOUTH WORLD CUP

History & Overview

- ▶ Offers youth riders an opportunity to learn from industry leading riders and trainers
- ▶ Includes educational seminars, clinics, leadership training as well as an international competition
- ▶ Teams compete for gold medals in reining, cutting, western pleasure, horsemanship, ranch riding, trail, hunt seat equitation, hunter under saddle and showmanship
- ▶ To level the playing field, teams draw the American Quarter Horses they will compete on!





TEAM CANADA 2016
YOUTH WORLD CUP

About Team Canada

Team Canada will be represented by 9 AQHA youth members from across the country:

Hannah Buijs – ON

Megan Komori Kennedy- BC

Madison Holmes – NS

Haley Franc - SK

Mackenzie Inksater – BC

Ruth Enns – MB

Melanie Trolley – ON

Cheyenne Izon – ON

James Heitzner – ON

Team Coach – Christine Little

Team Manager – Donna Sagin





TEAM CANADA 2016
YOUTH WORLD CUP

Fundraising

Travel expenses will be cost shared through corporate and individual sponsorships, fundraising events, and donations

Approximately **\$100,000** will need to be raised to cover Team Canada's cost of attending the 2016 YWC





TEAM CANADA 2016
YOUTH WORLD CUP

Corporate Sponsorships

- ▶ Platinum Sponsor –\$10,000 and over
- ▶ Gold Sponsor - \$5,000 and over
- ▶ Silver Sponsor - \$2,500 and over
- ▶ Bronze Sponsor - \$1,000 and over
- ▶ Friends of Team Canada – up to \$1000





TEAM CANADA 2016
YOUTH WORLD CUP

Platinum Sponsor - \$10,000

+

- ▶ Recognition will include:
 - Media coverage of sponsorship
 - Logo with link on CQHA website
 - Social media recognition –Twitter, Facebook
 - Logo on all Team Canada clothing
 - Logo on stall decorations at YWC
 - Logo on Sponsor Poster at YWC
 - Opportunity to provide insert into VIP gift bags





TEAM CANADA 2016
YOUTH WORLD CUP

Gold Sponsor - \$5000 +

- ▶ Recognition will include:
 - Media coverage of sponsorship
 - Logo with link on CQHA website
 - Social media recognition –Twitter, Facebook
 - Logo on all Team Canada clothing
 - Logo on Sponsor Poster at YWC





TEAM CANADA 2016
YOUTH WORLD CUP

Silver Sponsor - \$2500 +

- ▶ Recognition will include:
 - Media coverage of sponsorship
 - Logo with link on CQHA website
 - Social media recognition –Twitter, Facebook
 - Logo on Team Canada jackets
 - Logo on Sponsor Poster at YWC





TEAM CANADA 2016
YOUTH WORLD CUP

Bronze Sponsor - \$1000 +

- ▶ Recognition will include:
 - Logo with link on CQHA website
 - Social media recognition –Twitter, Facebook
 - Logo on Sponsor Poster at YWC





TEAM CANADA 2016
YOUTH WORLD CUP

Friends of Team Canada- up to \$1000

- ▶ Recognition will include:
 - Name on CQHA website as a Friend of Team Canada
 - Social media recognition –Twitter, Facebook
 - Name on Sponsor Poster at YWC





TEAM CANADA 2016
YOUTH WORLD CUP

In-Kind Sponsorships

Team Canada is also looking for the following in-kind sponsorships:

- Clothing – jackets, golf shirts, t-shirts, western shirts, ball caps
- Cowboy Hats, Cowboy Boots
- Luggage/Travel bags
- Unique Canadian items for VIP Gift Bags
- ▶ Recognition will include:
 - Name on CQHA website
 - Social media recognition –Twitter, Facebook
 - Logo on sponsored item





TEAM CANADA 2016
YOUTH WORLD CUP

Fundraising Events

Team members will also be hosting a variety of fundraising events across Canada to raise funds and to increase the profile of the Youth World Cup competition.

Details of events to follow.





TEAM CANADA 2016
YOUTH WORLD CUP

Thank You

On behalf of Team Canada, we would like to thank you for taking the time to review the sponsorship opportunities and we look forward to hearing from you!

For questions, please contact:

Donna Sagin – 306.434.7430

Donna.Sagin@gmail.com

