



Slave River Paddlefest 2013

Aug 2-5, 2013

Fort Smith, NWT,

www.fskayak.webs.com

We are currently seeking sponsors for the 2013 Slave River Paddlefest. With the Slave River Hydro Project back in the news our festival is partly a river conservation strategy as well as a friendly big-water event. We are inviting sponsors to join us at the Slave River Paddlefest this year. We know it's a long drive, but I can promise you the paddling is worth the trip. We would appreciate hearing back from you by **April 15th** so that we can finalize our marketing materials.

The Slave River is one of the best big-water paddling destinations in the world. With huge waves, warm water, and nearly 24 hours of daylight, it's a place many paddlers dream of visiting. Our Paddlefest, which started as a whitewater kayaking weekend, now incorporates kayaks, rafts, canoes, SUPs and voyageur canoes for a



week of action. We run clinics, river trips, races and competitions for paddlers of all skill levels, as well as clinics and games for kids and youth. We also have guided "meet the river" hikes, spectator events and a community feast which attracts hundreds of local spectators. Two years ago we added the "Edge King" Surf Competition, a big-air competition with a cash prize, which was a big hit with the advanced paddlers. For paddlers we also have a Saturday night party, a Sunday night awards feast, and a Monday morning community pancake breakfast.

In 2008, Paddlefest began as a positive protest of the Slave River Hydro mega project (around 1500 MW) which would destroy the Slave River rapids. Since then, our festival has acted as an educational tool to introduce the local population to the river and the importance of its protection. A surprising number of local people are only aware of the Slave River rapid corridor because of our festival, and now recognize its potential as an eco-tourism destination.

In each of the last two years, we have attracted about 220 paddlers, with about 75 of those being whitewater paddlers, and the rest being new paddlers registered in our clinics, group trips, and flatwater events. As we add events and spread the word, we expect that number to keep growing. We also expect between 200-500 spectators (depending on the weather). So far, Slave River Paddlefest has hosted paddlers from Australia, USA,

A project of the Fort Smith Paddling Club, with the support of the Northwest Territories Kayak Association

Germany and from all around Canada, many of whom are coming back every year with friends.

We advertise through our own website, our Facebook page with over 400 members, posts on whitewater kayak forums, and posters and flyers in local and Western Canadian outdoor shops. We also advertise in the local newspapers. Our festival has twice been featured in "Up Here" magazine, is featured on CBC radio annually with many radio interviews, and is always reported in the two northern newspapers with many photographs. We have also had the privilege of hosting film crews from the Canadian Tourism Commission, who did three feature videos about our festival for the Vancouver 2010 Olympics.

Attached below is a list of the various sponsorship levels and the benefits associated with each.

For more information about our festival, please see our 2013 schedule here:

<http://fskayak.webs.com/paddlefest2013.htm>

Thanks for considering our request!

Thanks!

(not signed – sent electronically)

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Slave River Paddlefest 2013

Sponsorship Levels

Sponsor-donated merchandise will be distributed by a silent auction, a raffle, a prize toss, as well as for fun categories such as youngest paddler, oldest paddler, best attitude, best beat-down, most erratic style, and “volunteer of the year.”

Bronze Sponsor: Up to \$150 cash or retail value

- One banner at the river or campsite
- Listing and link on website
- Listing on promotional materials including T-shirt*

Silver Sponsor: \$150-\$500 Cash or retail value

- One announcement each day on audio system
- Two banners at the river or campsite
- Small logo promotional materials including T-shirt
- Small logo and link on website and Facebook page
- Demo, display and sales space at weekend’s events
- One spectator entry** to the weekend’s events and fun

Gold Sponsor: \$500-\$1000 Cash or retail value

- Two announcements each day on audio system
- Four banners at the river or campsite
- Medium logo on promotional materials including T-shirt
- Medium logo and link on website and Facebook page
- Demo, display and sales space at weekend’s events
- Two spectator entries** to the weekend’s events and fun

Platinum Sponsor: \$1000 + Cash or retail value

- Four announcements each day on Audio System
- Unlimited banners at river or campsite with premier placement
- Large logo on promotional materials including T-shirt
- Premium demo, display and sales at weekend’s events
- Four spectator entries** to the weekend’s events and fun

* Promotional material includes: T-shirt, posters, event program, and newspaper ads.

** A “spectator entry” to Paddlefest 2013 includes meals (Friday supper, Sunday supper, Monday breakfast and hotdogs at the beach), a T-shirt, camping, and entry to the Saturday night party.

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Northwest Territories Kayak Association*