



• Jumps
• Throws
• Pole Vault
• Middle Distance
• Sprints & Hurdles
• Cross Country
Ages 8 and Up

VALLEY ROYALS

Sponsorship Invitation Letter

June 1st, 2017

Dear Potential Sponsor,

Now in existence for over 35 years, the Valley Royals Track & Field club has a long tradition of sporting excellence and community involvement in the Fraser Valley. It has been our mission to promote participation in Track & Field and Cross Country Running as sports suited to the mental, physical and emotional development of all individuals. The Valley Royals is an inclusive club accepting athletes of all abilities.

Some of our Valley Royals athletes have competed at the Olympics in 2008, 2012 and 2016. Our club has also hosted some major Provincial and National events. This Fall, we have the privilege of hosting the 2017 BC Cross Country Championships.

For Fall 2017 we have Sponsorship Packages available (*See the following pages for details*) to give your company acknowledgement at 5 Races. Each race will be attended by hundreds of athletes and their supporters:

- **Valley Royals Grand Prix Racing Series** (4 races in September and October) For over 30 years our Grand Prix has attracted hundreds of students (over 750 last year) and their parents who attend school in the Fraser Valley from grades 4-8. Students run a 1-mile course in Clearbrook Park for 4 Wednesday afternoons in a row to see how much they can improve their time from week to week. This year the race dates are September 20th & 27th and October 4th & 11th 2017
- **BC Cross Country Championships** in Clearbrook Park on October 28th, 2017. Attracts athletes from across B.C. for multiple races in a range of age categories

As a Non-Profit Society, we rely on the generosity of Sponsors like you and the volunteer work of our athletes and families. Your generosity will provide equipment and coaching for the athletes in the Fraser Valley. Please note that Sponsorship is not the same as making a donation to a charity in that receipts are not issued for income-tax purposes. Instead, a number of acknowledgements are given to our Sponsors that will increase their visibility in the community and Online--see Sponsorship Packages on next pages for details.

If you are interested in Sponsorship opportunities with the Valley Royals Track & Field Club, please **contact Debbie Foote at 604-614-4044 or by email at debbieandabresia@hotmail.com**

Sincerely,

Debbie Foote

For the Valley Royals Board of Directors

- **Gold, Elite & Super-Elite Sponsorship deadline is Friday, August 18th**
- **Silver Sponsorship deadline is Wednesday, September 6th**
- **Bronze and Friends of the Club Sponsorship deadline is Wednesday, September 13th**



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VALLEY ROYALS

Sponsorship Packages for Fall 2017

Sponsorship Deadline: August 18th 2017

Valley Royals Fall 2017 Sponsorship Packages for Grand Prix Racing Series & BC Cross Country Championships

Sponsorship Package	Name/Logo Displayed on Website	Name/Logo Displayed on Wall of Fame Displayed at Events	Name/Logo Printed on programs & volunteer shirts (if these are made)	Name/Logo Included in all advertising for Valley Royals Events	Logo Printed on Racing Bib for all participants	Name/Logo on Large Feather Flag(s) Displayed at Events	Naming Rights for an Event within a Meet Name/Logo in the Name of a Race	Naming Rights for an Entire Meet Name/Logo in the Meet Name
Super-Elite (\$10,000) <i>Only 1 Package Available</i> Deadline: August 18th	•	•	•	•	•	4		•
Elite (\$5000) <i>4 Packages Available</i> Deadline: August 18th	•	•	•	•	•	2	•	
Gold (\$1000) Deadline: August 18th	•	•	•	•	•	1		
Silver (\$500) Deadline: September 6th	•	•	•	•	•			
Bronze (\$250) Deadline: September 13th	•	•	•	•				
Friends of the Club (\$100) Deadline: September 13th	•	•						

A Detailed List for Each Sponsorship Package can be found on the following pages...

Sponsorship Packages for the 2017 Fall Season

SUPER-ELITE SPONSOR \$10,000 (One package available)

- Naming Rights for a Meet: This Fall the "Valley Royals Grand Prix" is available (Renamed: "Your Company Name Grand Prix - Presented by the Valley Royals")
- 4 Large Feather Flags with Company Name and/or Logo on them prominently displayed at all Valley Royals Fall 2017 Events
- Company Name or Logo included prominently in all advertising for your Grand Prix Meets and in all advertising for other Valley Royals Fall 2017 events
- Company Name or Logo displayed on at the top of the Sponsors "Wall of Fame" all Valley Royals Fall 2017 Events
- At your Grand Prix Meets: Company Name and/or Logo in Large Lettering at the top of the Numbered Racing Bibs worn by every Athlete at the Event.
- At the 2017 BC Cross Country Championships: Company Logo printed, along with those of others sponsors, across the bottom of each Racing Bib
- Company Name or Logo Displayed at the top of the Valley Royals Home Page for the 2017 Fall Season
- If Volunteer Shirts and/or Programs are printed for the event: Company Name or Logo printed at the top of the back of the shirt and/or program

ELITE SPONSOR \$5,000 (Four packages available)

- Naming Rights for an Event within a Meet: This Fall these Races are available for Naming within the Grand Prix: "Grade 4", "Grade 5", "Grade 6", "Grade 7/8"
- 2 Large Feather Flags with Company Name and/or Logo on them prominently displayed at all Valley Royals Fall 2017 Events
- Company Name or Logo included in all advertising for Valley Royals Events for Fall 2017
- Company Name or Logo displayed on Sponsors "Wall of Fame" below Super-Elite Sponsor at all Valley Royals Fall 2017 Events
- Company Logo printed, along with those of others sponsors, across the bottom of each Racing Bib for all Valley Royals Fall 2017 Events
- Company Name or Logo Displayed below the Super-Elite Sponsor on the Valley Royals Home Page for the 2017 Fall Season
- If Volunteer Shirts and/or Programs are printed for the event: Company Name or Logo printed below Super-Elite Sponsor on the back of the shirt and/or program

GOLD SPONSOR \$1000

- 1 Large Feather Flag with Company Name and/or Logo on it prominently displayed at all Valley Royals Fall 2017 Events
- Company Logo printed, along with those of others sponsors, across the bottom of each Racing Bib for all Valley Royals Fall 2017 Events
- Company Name or Logo included in all advertising for Valley Royals Events for Fall 2017
- Company Name or Logo displayed on Sponsors "Wall of Fame" below Elite Sponsors at all Valley Royals Fall 2017 Events
- Company Name or Logo Displayed below the Elite Sponsors on the Valley Royals Home Page for the 2017 Fall Season
- If Volunteer Shirts and/or Programs are printed for the event: Company Name or Logo printed below Elite Sponsors on the back of the shirt and/or program

SILVER SPONSOR \$500

- Company Logo printed, along with those of others sponsors, across the bottom of each Racing Bib for all Valley Royals Fall 2017 Events
- Company Name or Logo included in all advertising for Valley Royals Events for Fall 2017
- Company Name or Logo displayed on Sponsors "Wall of Fame" below Gold Sponsors at all Valley Royals Fall 2017 Events
- Company Name or Logo Displayed below the Gold Sponsors on the Valley Royals Home Page for the 2017 Fall Season
- If Volunteer Shirts and/or Programs are printed for the event: Company Name or Logo printed below Gold Sponsors on the back of the shirt and/or program

BRONZE SPONSOR \$250

- Company Name or Logo included in all advertising for Valley Royals Events for Fall 2017
- Company Name and/or Logo displayed on Sponsors "Wall of Fame" below Silver Sponsors at all Valley Royals Fall 2017 Events
- Company Name or Logo Displayed below the Silver Sponsors on the Valley Royals Home Page for the 2017 Fall Season
- If Volunteer Shirts and/or Programs are printed for the event: Company Name or Logo printed below Silver Sponsors on the back of the shirt and/or program

FRIENDS OF THE CLUB \$100

- Company Name or Logo displayed on Sponsors "Wall of Fame" below Bronze Sponsors at all Valley Royals Fall 2017 Events
- Company Name or Logo Displayed below the Bronze Sponsors on the Valley Royals Home Page for the 2017 Fall Season