



LANGLEY BMX
20699 42 Ave,
Langley BC
WWW.LANGLEYBMX.CA

2009 LANGLEY BMX SPONSORSHIP PACKAGE

ABOUT LANGLEY BMX

Langley BMX is a grass-roots organization dedicated to promoting the sport of BMX racing. The club is run entirely by volunteers that include both parents and racers alike. We are proud members of the ABA Canadian BMX Association (www.ababmx.com). Our goal is simply to make every race as fun and exciting as possible. Being centrally located, Langley BMX draws racers not only from Langley, but from our neighboring districts that also promote the sport of BMX racing: Surrey, Abbotsford, Ridge Meadows, and North West Washington State. Our track is the home to some of Canada's top armatures and professionals, including 2008 Summer Olympian Scott Erwood.

ABOUT THE SPORT

BMX racing is a sport of youthful achievement and family participation. While the young boy or girl BMX racer develops skills at an individual pace, they are learning about winning, losing and trying again.

A race night at Langley BMX is fun and exciting for both the racers and the spectators. Waiting for the start gate to drop is nerve-racking. Entering a corner at full-speed or clearing that jump for the first time during a race makes the heart pound. The adrenaline pumping through the athletes is contagious from the stands, then in less than 45 seconds it's over and you can't wait for the next race. The best part is parents don't have to stand by and watch; they can get on a bike and race. No one has to sit on the bench.

OLYMPIC ASSOCIATION

BMX made its Olympic debut in the 2008 Summer Olympics and has been widely acclaimed as the most exciting new Olympic sport. It appeals to the youth of our generation as an adrenaline fueled extreme sport. This sentiment was confirmed with huge television ratings during the Olympics, and again re-confirmed with NBC signing a 4-year agreement with the American Bicycle Association to televise the ABA American National Series. The following is a You-Tube link to the Olympic Men's & Women's finals:

http://www.youtube.com/watch?v=VzcaWX6_kj0

LANGLEY BMX SEASON

The Langley BMX track hosts practices on Monday evenings, plus district races on a weekly basis from April 1st through the end of September, as well as the following high profile events:

- ABA National Series
- ABA Provincial Championship Series
- RACE FOR LIFE (all proceeds donated to the **The Leukemia & Lymphoma Society**)
- Friday Night Pro-Am on the last Friday of every month.

SPONSORSHIP OPPORTUNITIES

See photos below of all our signage options.

Title Sponsorship (one available):

\$ 6,000.00

- Naming rights for the track i.e.: Langley BMX brought to you by: (your name)
- Dominant logo on all printed and promotional material
- Live link and listing on langleybmx.com
- Two 18-3/4' x 4.5' "Super Blade" or "Super Wing" IMPACT CANOPY (www.impactcanopy.com) flags, full color print, two-sides, positioned at finish line.
- 12' x 3' prominently positioned spectator banner (stands, single sided color)
- 12' x 3' starting gate banner (two side color)
- 12' x 3' finish line banner (two side color)
- Logo included on all prizes including t-shirts, number plates, bobble-heads (excluding trophies)
- Opportunities for on-site promotion of products and services
- Additional banners/flags available at track cost (positioning of additional material at track discretion)

Gold Sponsorship:

\$ 2,600.00

- Two "12' x 2-3/4' Grande Wings or 10' x 4-3/4' Grande Blades" IMPACT CANOPY (www.impactcanopy.com) flags, full color print, two-sides, positioned at finish line.
- 12' x 3' prominently positioned spectator banner (stands, single sided color)
- Logo represented on all printed and promotional material
- Live link and listing on www.langleybmx.ca
- Opportunities for on-site promotion of products and services
- Additional banners / flags available at track cost (positioning of additional material at track discretion).

Silver Sponsorship:

\$ 1,600.00

- Choice of:
 - Two "12' x 2-3/4' Grande Wings or 10' x 4-3/4' Grande Blades" IMPACT CANOPY (www.impactcanopy.com) flags, full color print, two-sides, positioned at finish line
 - 12' x 3' prominently positioned spectator banner (stands, single sided color)
- Live link and listing on www.langleybmx.ca
- Opportunities for on-site promotion of products and services
- Additional banners / flags available at track cost (positioning of additional material at track discretion).

Bronze Sponsorship:

\$ 750.00

- Live link and listing on www.langleybmx.ca
- 2X6 foot banner with your logo visible at every race
- Opportunities for on-site promotion of products and services
- Additional banners / flags available at track cost (positioning of additional material at track discretion).

Product Sponsorship: cash or product equal to or greater than

\$ 250.00

In lieu of cash you may donate product and/or services. The items may be used as raffle items, draws or given to any/or all racers during a given race night. Services can be for athletes, spectators or directly related to the day to day function of the track.

- Logo represented on all printed and promotional material
- Live link and listing on www.langleybmx.ca
- Opportunities for on-site promotion of products and services
- Banners / flags available at track cost (positioning of additional material at track discretion).

Product Sponsorship: cash or product less than

\$ 250.00

Contact the track for a creative idea to fit your budget.

What kind of exposure will my company get?

Based on 2008 attendance of District, Provincial, National, and Pro-Am events, and an expected 10% increase in ridership, we anticipate your company will receive **FRONT AND CENTER FACE TIME** to **over 15,000 spectators** through the 2009 season.

Advertising support:

Website: Langley BMX has updated the website to a more professional appearance while ensuring our sponsors are always pre-dominant. www.langleybmx.ca

Magazine Feature: Langley BMX, as host of the Borderline Nationals, will be featured in "BMXer Magazine", fall edition. BMXer Magazine is distributed to all 60,000 ABA members across Canada and the United States.

Print Advertizing: Langley BMX is also undergoing a significant advertizing campaign aimed at capitalizing on the goodwill earned from both the Olympic exposure and the resurgent popularity of bicycle racing in general, with the purpose of targeting and attracting new racers to the club. During the months of April and May, Langley BMX will be featured prominently in the following media:

- "LANGLEY ADVANCE NEWSPAPER"- weekly distribution to All of Langley and Cloverdale- 40,000 coverage.
- "STUDENT SUCCESS MAGAZINE"- Official publication of the Langley School District- www.sd35.bc.ca
- "EDCOM MAGAZINE"- Official publication of the Surrey School District- www.sd36.bc.ca
- Trade Show: "HERE FOR KIDS" TRADE SHOW- Cloverdale Fair Grounds, www.hereforkids.ca

Contact Information:

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**Catcher Flag
'Super Wing'**



**Catcher Flag
'Super Blade'**

12' X 3' Starting Gate/Finish Line Banner



12' X 3' Spectator Banner



**Opportunities for on-site promotion of
products and services**

WHY WOULD MY COMPANY WANT TO BECOME A SPONSOR OF LANGLEY BMX?

Two reasons:

- Repetitive, long lasting exposure
- Association derived from exposure within a tight, loyal community in turn helps create a loyal customer base.

Sponsorship is the fastest growing form of marketing in North America. Unlimited opportunities exist to broaden your competitive advantage by increasing your credibility, image and prestige in sponsoring events at Langley BMX, attracting your target market. Sponsorship offers significant opportunities for distinct marketing and competitive advantages, as well as showing support of the event.

What is sponsorship?

Sponsorship is the financial or in-kind support of an activity, used primarily to reach specified business goals; it should not be confused with traditional short run media advertising. Advertising is considered a quantitative medium, whereas sponsorship is considered a qualitative medium. It promotes a company in association with the sponsee- Langley BMX.

Why sponsor?

Sponsorship offers the possibility of achieving several goals at once, such as:

1. **Enhancing Image/Shaping Consumer Attitudes.** Often companies are looking to improve how their target audience perceives them. Sponsoring events that appeal to their market are likely to shape buying attitudes and help generate a positive reaction.
2. **Driving Sales.** Sponsorship geared to driving sales can be a potent promotional tool. This objective allows sponsors to showcase their product attributes.
3. **Creating positive publicity/heightening visibility.** Every sponsor is seeking wide exposure in both electronic and print media. Positive publicity helps create heightened visibility of products/services. Various media covering the event may include sponsors names and/or photos. In addition, the kind of media coverage a sponsor may get is often unaffordable if the company were to think of purchasing it, and if it were available.
4. **Differentiating from competitors.** The mere act of sponsoring Langley BMX Track, especially an exclusive sponsorship, is a significant way to create competitor differentiation. Your company name has the opportunity to stand out head and shoulders above the competition. This is particularly helpful if your company wants to combat a competitor with a larger ad budget. Sponsorship allows smaller companies to compete with their industry giants. Target audiences often perceive sponsorship in a positive way. They see you as making a greater effort to support the event, often allowing more or better activities to take place as a result of your sponsorship.
5. **Helping with good "Corporate Citizen" role.** Another powerful sponsorship objective allows companies to be viewed as a "good neighbor." To be seen supporting the community and contributing to its economic development is extremely powerful and creates enormous goodwill. At the end of the day, Langley BMX Club is nothing more than a sports organization catered to our communities' youth. There is nothing more wholesome and free spirited than being associated with children's sports.