



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

VALLEY ROYALS

Sponsorship Invitation Letter

June 1st, 2018

Dear Potential Sponsor,

Now in existence for over 36 years, the Valley Royals Track & Field Club is grateful for its many Sponsors of sporting excellence 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. Thank you for considering supporting us.

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 2018 BC Cross Country Championships.

For 2018 we have **Sponsorship Packages** available to give your group or business acknowledgement *5 Racing Events in the Fall*. Each event 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 Grade 4-8 students (over 800 last year) from Abbotsford, Mission, and the Fraser Valley. 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 19th & 26th and October 3rd & 10th 2018
- **BC Cross Country Championships** in Clearbrook Park on October 28th, 2018. 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. 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)

If you are interested in Sponsorship opportunities with the Valley Royals Track & Field Club, you can arrange this with the athlete or club family that has offered you this letter or contact me directly by email at debbieandabresia@hotmail.com or by phone at 604-362-7905

Sincerely,

Debbie Foote

Treasurer of the Valley Royals Board of Directors



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Sponsorship Package Chart

Valley Royals 2018 Sponsorship Package Chart								
Sponsorship Package	Name/Logo Displayed on Sponsorship Page of Valley Royals Website	Name/Logo Displayed on Wall of Fame Displayed at Events (One-week lead time required)	Name/Logo Printed on programs & volunteer shirts (if made) (One-week lead time required)	Name/Logo Included in all advertising for Valley Royals Events (Four weeks lead time required)	Logo Printed on Racing Bib for all participants (Two-weeks lead time required)	Name/Logo on 4 x 8 Feet Coroplast Sign(s) Displayed at Events (One-week lead time required)	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>	•	•	•	•	•	4		•
Elite (\$5000) <i>4 Packages Available</i>	•	•	•	•	•	2	•	
Gold (\$1000)	•	•	•	•	•	1		
Silver (\$500)	•	•	•	•	•	1/2		
Bronze (\$250)	•	•	•	•				
Friends of the Club (\$100)	•	•						



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Sponsorship Packages for 2018

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 Coroplast Signs (4 x 8 feet) with Company Name and/or Logo on them prominently displayed at all Valley Royals 2018 Events
- Company Name or Logo included prominently in all advertising for your Grand Prix Meets and in all advertising for other Valley Royals Fall 2018 events
- Company Name or Logo displayed on at the top of the Sponsors "Wall of Fame" all Valley Royals 2018 Events
- Racing Bib Logo: Company Name and/or Logo in Large Lettering at the top of the Numbered Racing Bibs worn by every Athlete at the Event. (two-weeks lead time required)
- Company Name or Logo Displayed at the top of the Valley Royals Sponsorship Page for all of 2018
- 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 Coroplast Signs (4 x 8 feet) with Company Name and/or Logo on them prominently displayed at all Valley Royals 2018 Events
- Company Name or Logo included prominently in all advertising for your Grand Prix Meets and in all advertising for other Valley Royals Fall 2018 events
- Company Name or Logo displayed on at the top of the Sponsors "Wall of Fame" all Valley Royals 2018 Events
- Racing Bib Logo: Company Name and/or Logo in Large Lettering at the top of the Numbered Racing Bibs worn by every Athlete at the Event. (two-weeks lead time required)
- Company Name or Logo Displayed below Super-Elite Sponsor on the Valley Royals Sponsorship Page for all of 2018
- 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

GOLD SPONSOR \$1000

- 1 Coroplast Sign (4 x 8 feet) with Company Name and/or Logo on it prominently displayed at all Valley Royals 2018 Events
- Company Logo printed, along with those of others sponsors, across the bottom of each Racing Bib for all Valley Royals 2018 Events (two-weeks lead time required)
- Company Name or Logo included in all advertising for Valley Royals Events for 2018
- Company Name or Logo displayed on Sponsors "Wall of Fame" below Elite Sponsors at all Valley Royals 2018 Events
- Company Name or Logo Displayed below the Elite Sponsors on the Valley Royals Sponsorship Page for 2018
- 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

- 1/2 Coroplast Sign (4 x 4 feet) with Company Name and/or Logo on it prominently displayed at all Valley Royals 2018 Events
- Company Logo printed, along with those of others sponsors, across the bottom of each Racing Bib for all Valley Royals 2018 Events (two-weeks lead time required)
- Company Name or Logo included in all advertising for Valley Royals Events for 2018
- Company Name or Logo displayed on Sponsors "Wall of Fame" below Gold Sponsors at all Valley Royals 2018 Events
- Company Name or Logo Displayed below the Gold Sponsors on the Valley Royals Sponsorship Page for 2018
- 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 2018
- Company Name and/or Logo displayed on Sponsors "Wall of Fame" below Silver Sponsors at all Valley Royals 2018 Events
- Company Name or Logo Displayed below the Silver Sponsors on the Valley Royals Sponsorship Page for 2018
- 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 2018 Events
- Company Name or Logo Displayed below the Bronze Sponsors on the Valley Royals Sponsorship Page for 2018