



- Jumps
- Throws
- Pole Vault
- Middle Distance
- Sprints & Hurdles
- Cross Country

# VALLEY ROYALS

## Sponsorship Invitation Letter

2020 Season

To

Now in existence for almost 40 years, the Valley Royals Track & Field Club is dedicated to promoting participation in Track & Field and Cross-Country Running as sports suited to the mental, physical and emotional development of all individuals. **As a Non-Profit Society, the club is grateful for Sponsors of sporting excellence who help us to provide training in running and track & field events for athletes ages 6 and up.** 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. High achievement is wonderful, but the Valley Royals also focuses on being an inclusive club, "Accepting Athletes of All Abilities". See our website at [ValleyRoyals.ca](http://ValleyRoyals.ca) for details.

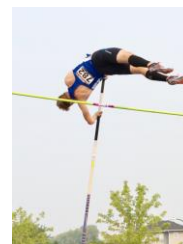
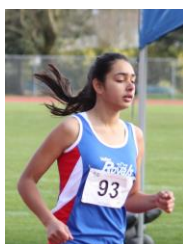
For 2020 we have Sponsorship Packages available to give your group or business acknowledgement at 5 major outdoor events which the club hosts. Each event will be attended by hundreds of athletes and their supporters. These are:

- ***The Jennifer Rogers Swan Memorial Track & Field Meet*** –New for 2020, this meet is hosted by the Royals at Rotary Stadium on the evening of Friday, April 17<sup>th</sup> & during the day Saturday, April 18<sup>th</sup>. Your sponsorship supports this meet and pays the entry fees for Special Olympics athletes and those in financial need.
- ***The Valley Royals Grand Prix Racing Series (4 races in September and October)***— Every year, the Grand Prix attracts upwards of a thousand Grade 4-8 students (plus their families) 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. Generous sponsors, like you, subsidize the cost of these races making the Grand Prix affordable for any child to be able participate. The Royals will host the 2020 Grand Prix Racing series on September 22<sup>nd</sup> & 29<sup>th</sup> and October 7<sup>th</sup> & 14<sup>th</sup>.

As a Non-Profit Society, we rely on the generosity of Sponsors like you and the volunteer work of our athletes and families. Your financial gifts, and gifts-in-kind, will support these events and provide equipment and coaching for the athletes in the Fraser Valley.

We would love to partner with you as a Sponsor of the Valley Royals. **Please reply to the athlete or club family member that has offered you this letter** or contact our Club Treasurer, Debbie Foote, by email at [debbieandabresia@hotmail.com](mailto:debbieandabresia@hotmail.com) or by phone at 604-614-4044

Sincerely, *Monica Carsience*, Club President





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## Valley Royals Sponsorship Packages for 2020

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) (Two-weeks lead time required)	Name/Logo Included in 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)	On Site Promo at: Jennifer Rogers Swan Track Meet & 4 Grand Prix Race Days	Name/Logo in the title of the Grand Prix Racing Series 4-weeks of racing action
<b>Naming Rights (\$20,000)</b> <i>Only 1 Package Available</i>	●	●	●	●	●	<b>4</b>	Most Prominent Position in On-Site Promo Area	Naming Rights to series attracting upwards of 1000 runners
<b>Super-Elite (\$10,000)</b> <i>4 Packages Available</i>	●	●	●	●	●	<b>3</b>	On-Site Promo Area	
<b>Elite (\$5000)</b>	●	●	●	●		<b>2</b>		
<b>Gold (\$1000)</b>	●	●	●			<b>1</b>		
<b>Silver (\$500)</b>	●	●				<b>1/2</b>		
<b>Bronze (\$250)</b>	●							

Please Note: The Valley Royals is a "Non-Profit Society" not a "Charity" so the club cannot issue receipts for income-tax purposes. Instead, a variety of acknowledgements are given to Sponsors that will increase their visibility Online and at Track Meets and Cross Country Races the club hosts in the community. These are detailed in the chart above.