# RAD ADVENTURES Presents

## AN UNPARALLELED MARKETING OPPORTUNITY

**TO STRATEGICALLY SPONSOR OUR 2023 CAMPS AND PROGRAMS** 



## **EVERY SPRING, SUMMER AND FALL, RAD ADVENTURES** IS THE GO-TO ACTIVITY FOR OUTDOOR FUN

**NOW IS YOUR CHANCE** to speak to our audience through a prime sponsorship!

- Speak on a repeated and in-depth level to a prime demographic of families throughout Southern Georgian Bay and beyond.
- Align your brand with health and wellness. Promote a happy and positive lifestyle.
- ✓ Silver, Gold and Platinum sponsorships pay DIRECTLY to send a deserving kid to camp for a week - courtesy of your business.
- Your signage and promotional materials will be displayed and given out at special events.

- ✓ Your brand featured to daily visitors on radadventures.ca
- Speak to your target market on our various sponsorship platforms - signage, e-newsletter, program information emails. our website.
- ✓ Your business promoted to our 2500+ monthly newsletter recipients.

- radadventures.ca

### A MESSAGE FROM OUR PRESIDENT, CEO

Welcome to an exceptional opportunity to sponsor the Rad Adventures 2023 Season and promote your business to a prime demographic!

We believe that mountain biking is a great sport for mind, body, and soul. It is a skill that builds healthy and happy youth as well as bringing families together. We know biking promotes mental and emotional well being that benefits the individual, while fostering a love and respect for nature. This amazing outdoor sport drives economic growth in our region. We are delighted to offer to you an

opportunity to promote your business by celebrating the vibrant mountain bike and outdoors-focused culture within our community.

Our camps and programs are professionally run, well organized and full of value for participants as well as sponsors. By aligning with Rad Adventures, our sponsors are given a novel opportunity to connect to a new and health conscious market of locals and weekenders.

Sincerely,

#### Laura Gallagher

President, CEO Rad Adventures

Sponsor the RAD ADVENTURES season of programs and summer camps and showcase your brand with high visibility messaging, while at the same time giving back to your community.

## SILVER

- Silver level logo on main page of our website highlighted in our SPONSOR section.
- ✓ Silver level logo on 'Meet the Sponsors' page which will link your logo back to your website.

## GOLD SPONSORSHIP

- Gold level logo on main page of our website in our SPONSOR section.
- ✓ Your business highlighted in 'Meet the Sponsors' section of our website with a link back to your website. (customer to supply 200 word write up and photo)
- ✓ Your logo on our monthly newsletter (2500+ parents).

## **PLATINUM SPONSORSHIP**

### **Everything in gold... PLUS:**

- ✓ Your logo on our main sign(s) at our main location(s). Sign dimensions: 4'x 8'. Your platinum logo dimensions 8"x 8".
- ✓ Your logo on all our Rad Adventures camp swag.
- ✓ Your logo at the bottom of our "Progress Report," a report card given out to each of the participants in our spring and fall programs.
- ✓ Your business listed as a Platinum Sponsor in each of our weekly "Welcome Letters" for Spring, Summer and Fall camps and programs.
- ✓ Your signage and promotional materials will be displayed and given out at special events.
- ✓ Your company will have the highest level of visibility.

✓ SILVER, GOLD AND PLATINUM SPONSORSHIP LEVELS WILL PAY FOR A DESERVING CHILD TO HAVE ONE WEEK OF SUMMER CAMP!

COST - \$848

**COST - \$1,248** 

COST - \$2,148



YES! I want to sponsor an amazing summer of RAD ADVENTURES!		
Type of sponsorship: SILVER	GOLD	<b>PLATINUM</b>
Cost:Plu	s hst (13%):	= Total:
Signature: Email address for invoicing:		
Sponsorships will be invoiced within 30 days of booking.		