

CAINS QUEST SNOWMOBILE ENDURANCE RACE

SPONSORSHIP PACKAGE



BE A PART OF CANADA'S MOST EXTREME WINTER ADVENTURE



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Dear Friends,

Cain's Quest Snowmobile Endurance Race returns in 2020 with an event that has already received unprecedented interest and excitement from racers and fans! This means more attention, more media hype and more ways for you, as a sponsor, to promote your company.

Over the next planning year, Cain's Quest is concentrating on marketing and promotion of the 2020 race with improved website design that showcases the adventure that Cain's Quest offers, a full-scale marketing strategy that helps us target our message effectively and an advertising plan that brings our brand to a larger audience.

You are invited to join businesses, provincial and municipal governments, community groups and organizations as an official sponsor of Cain's Quest during 2019, as well as 2020. Not only does it show your support for a local, community-based event that has become internationally recognized, it gives you an opportunity to capitalize on the exciting promotional initiatives planned for 2019/2020.

We are confident that you will be proud to have your organization or business associated with this world-class event. Please find enclosed our Sponsorship Package outlining the various levels of sponsorship and associated benefits available to you.

Thank you for your consideration and should you require further information, please do not hesitate to contact the Cain's Quest office at (709) 944-5011 or by email at sarahk@cainsquest.com. We also invite you to visit our website at www.cainsquest.com, follow us on Facebook 'Cain's Quest Inc.' or Twitter @cainsquest.

Sincerely,

Sherry Butt

Sherry Butt
Accounts Manager
Cain's Quest Inc.



WHO WE ARE

Cain's Quest Snowmobile Endurance Race is the largest race of its kind in the country and arguably the toughest in the world. Teams of 2 riders and their sleds will leave the start line and race across Labrador vying for a shot at a whopping \$100,000 prize purse! Racing day and night they will travel some 3100 km from checkpoint to checkpoint depending only on their GPS and gut instinct to get them through.

This highly publicized event is an extreme racing adventure across some of the most punitive terrain in the world. Teams will experience Labrador in all her glory as they push their sleds and themselves beyond the limit. They will have to make their way through thick wooded areas, deep snow, lake and river systems, across sea ice and through deep gorges. Freezing temperatures, white-out conditions, fatigue and mechanical breakdown, it's all part of what makes Cain's Quest the greatest endurance challenge in the world.

While racers make their way through some of the most remote areas of Labrador, the world watches via a state of the art tracking system on cainsquest.com. This, combined with ground video crews and chopper footage give race fans an up to date account of what is going on out there as they cheer on their favorite team.

Cain's Quest is more than just a race it's an experience. It brings Labrador into the homes and hearts of millions of followers as stories unfold of the warm hospitality and the cultural uniqueness that can only be found among the people of Labrador. It showcases some of the most beautiful, pristine scenery and has more excitement, drama and nail-biting action than any other race in the world!



WHY SPONSOR?

Sponsoring a race like Cain's Quest affiliates your brand with a world renowned, highly publicized and well respected sporting event. The Cain's Quest Sponsorship Program offers global reach to millions of potential buyers through a ready-made marketing strategy.

Get exclusive marketing rights and an association with Cain's Quest brand.

Reach millions of potential buyers through your OFFICIAL association with the world's toughest snowmobile endurance race!

Gain promotional opportunities through Cain's Quest by showcasing your company through the many high visibility marketing initiatives Cain's Quest has to offer, which includes advertising through TV, Radio, Print, on-line/social media and route signage.

Affiliate yourselves with a small community event that has rapidly become a national treasure. Cain's Quest began as a mere 1200 km event in Labrador West and has grown to cover more 3000 km throughout Labrador. This event has all of the flare and recognition of events such as Super Bowl or NASCAR while maintaining a unique grassroots appeal. Cain's Quest is heart, it is passion and it is achieving the unachievable and leaves racers with a yearning to experience it again and again. It pushes the limits and breaks the boundaries and is truly an experience like no other.

Cain's Quest has hundreds of thousands of race fans that return year after year to follow the event. They are supportive, involved, passionate and, above all, loyal. Essentially, they are the ideal consumer in your target market!

We appreciate that goals and objectives are not always the same for every company. That is why Cain's Quest will work with you to design a tailor-made package that best suits your needs based on your level of support.

Contact us today to find out how Cain's Quest can help promote your product/company to your market the right way!



	Green Flag \$2,000 +	Yellow Flag \$5,000+	White Flag \$10,000 +	Checkered Flag \$20,000 +	Signature \$30,000+
Recognition on cainsquest.com 2018 – 1.1 million views	Logo and link to sponsor website	Logo and link to sponsor website	Logo and link to sponsor website	Logo and link to sponsor website	Exclusive Banner Ad (Co-Branded) on home page. Logo and link to sponsor website displayed on ALL pages.
Recognition in print and social media	Logo placement	Logo placement	Logo placement as a major sponsor	Logo placement as a major sponsor	Recognized as Title Sponsor with sponsor name and logo integrated into event branding
Recognition in Cain's Quest program	¼ page ad (submitted by sponsor)	½ page ad (submitted by sponsor)	Full page ad (submitted by sponsor)	Two page spread (submitted by sponsor)	Exclusive front/back cover pages
Recognition on signage	Logo placement	Logo placement	Logo placement as a major sponsor	Logo placement as a major sponsor	Logo and name as Title Sponsor
Complimentary CQ merchandise	1 Accessory	1 apparel item	2 apparel items	3 apparel items	4 apparel items
Complimentary tickets to closing ceremonies		2 tickets	4 tickets	6 tickets	8 tickets
Display sponsor promo material at select CQ events		Brochures, business cards and/or swag provided by sponsor (select CQ events)	Booth space - promo material, booth & furnishings provided by sponsor (select CQ events)	Booth space - promo material, booth & furnishings provided by sponsor (select CQ events)	Booth space - promo material, booth & furnishings provided by sponsor (all CQ events)
Display signage at start line		2 X 4 sign with sponsor logo	2 X 4 sign with sponsor logo	Prime placement at start line 2 x 4 sign with sponsor logo	**Exclusive placement of company name and logo on start line scaffolding
Recognized as a major sponsor on ads and CQTV		Logo placement on ads	Logo placement on CQTV	Logo placement on CQTV and on camera interview on CQTV	Top Billing on all CQ directed TV coverage and recurring product placement/logo on CQTV and on camera interview on CQTV
Checkpoint sponsorship		Option to sponsor a checkpoint (see benefits below)	Option to sponsor a checkpoint (see benefits below)	Option to sponsor a checkpoint (see benefits below)	Option to sponsor a checkpoint (see benefits below)
Recognition on Yellowbrick race tracking page		See checkpoint sponsorship	During outbound portion of race	During inbound portion of race	Premium ad placement for duration of race
Invitation to present award at CQ closing ceremonies			Invitation to present as determined by CQ	Invitation to present as determined by CQ	Exclusive invitation to present award to CQ champions.
Exclusive logo placement					Event podium, Fan Night, Closing Banquet and other select CQ Events
Speaking opportunities					Invitation to bring brief remarks (2-3 min) at all CQ events and Press Conference. Invitation to make public address and announce racer line up at the start line

Sponsor/Event Profile Connection					Rights to use Cain's Quest name and logo in advertising. Opportunity to provide gift items/swag/promo material to volunteers and racers through Cain's Quest.
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***Signature Sponsor is TOP BILLING in ALL advertising and promotions. This is first come & cash only contributions preferred. In-kind contributions will be considered only if offsetting pre-determined operational costs.**

****Exception may be made to "exclusive" recognition to recognize contributor of the start line structure.**

Special benefit requests may be considered. Please contact Cain's Quest for more information on personal package options. As ad deadlines apply for print material, we encourage you to sign up as a Cain's Quest sponsor as soon as possible to maximize your benefit opportunities.

Corporate Checkpoint Sponsorship Benefits		
	Express (13 spots) \$5000	Layover (4 spots) \$7,500
Recognition on Yellowbrick race tracking page	Logo and link to sponsors website displayed on tracking page while your checkpoint is active	Logo and link to sponsors website displayed on tracking page while your checkpoint is active
Display signage at checkpoint	Opportunity to display signage at checkpoint (supplied by sponsor)	Opportunity to display signage at checkpoint (supplied by sponsor)
Recognition as checkpoint sponsor	Recognition in print and on-line marketing and logo placement on CQTV	Recognition in print and on-line marketing and logo placement on CQTV. Option to appear on CQTV interview.
Checkpoint named after sponsor	On tracking page and on site	On tracking page and on site

CAIN'S QUEST 2020 PROPOSED RACE ROUTE



The 2020 route will have racers leave the start line in Labrador West on Saturday, March 7th, 2020 and head towards the South Coast first from central Labrador then North to Nain then back to Border Beacon completing the loop back to Labrador West.

MARKETING AND ADVERTISING

It is important to us that you know exactly how valuable a Cain's Quest Sponsorship can be and how much exposure it can generate for your company. In 2018 cainsquest.com was viewed in 94 different countries across the globe with 88,699 unique users and 1.1 million-page views! It doesn't stop there. Cain's Quest utilizes all marketing mediums to generate more publicity for the race and more exposure for our sponsors. Below you will find a snapshot of the Cain's Quest marketing campaign and the approximate reach for each ad. Promoting our sponsors through advertising is the heart of our sponsorship program and we know that this kind of visibility can deliver our sponsor's products and services directly to the consumer!

CAIN'S QUEST SNOWMOBILE ENDURANCE RACE MARKETING CAMPAIGN

Social Media	
NAME	REACH
Cainsquest.com	1.1 million-page views, 94 Countries reached, 88,699 unique users
Facebook (Cain's Quest Snowmobile Endurance Race group)	14,474 members and growing
Facebook (Cain's Quest Inc. official page)	19,153 followers and growing
Facebook	Ad buys - Direct target marketing. Audience based on location and interest
Twitter	2450 followers and growing
Instagram	1350 followers and growing
Banner Ads	
NAME	REACH
SnoWest.com	13,000-14,000 subscribers located in northwestern US
SnowmobileForum.com	300,000+ monthly page views and 42,000 registered members
SnowmobileWorld.com	450,000 monthly page views and 170,000 registered members
Dootalk.com	3.6 million monthly page views and 100,000 registered members
HardcoreSledder.com	7 million + monthly page views and 100,000 registered members
Snowgoer.com/SnowGoer US	70,000 dedicate snowmobilers

To view our latest video ad on this extreme racing adventure, check out the following links:

<https://www.youtube.com/watch?v=jdcAFgitHlo&t=4s>

CONTACT INFORMATION

Mailing:

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Labrador City, NL A2V 2K5

Telephone: 709-944-5011

Fax: 709-944-5959

Email: info@cainsquest.com

Social Media Information:

Facebook Page: Cain's Quest Inc.

Facebook Group: Cain's Quest Snowmobile Endurance Group

Twitter handle: @cainsquest

Instagram: cainsquest

YouTube channel: Cain's Quest Inc.

Website: www.cainquest.com

