


# CAIN'S QUEST

IN-KIND SPONSORSHIP KIT



   #CAINSQUEST | CAINSQUEST.COM



# BECOME A SPONSOR

Show off your brand throughout the vibrant Labrador region. Express your message to the thousands of race enthusiasts and visitors coming to participate in person at Cain's Quest 2023. Share your story with the thousands more international fans watching the race carefully online through our app, social media channels, and other marketing outlets.

Engage Cain's Quest's diverse and exciting audience, create networking opportunities for your potential customers and employees, and enjoy the thrill of the race, right here in beautiful Labrador.

Working with any budget, we can help you to find the best sponsorship fit to meet your goals with benefits like:

## CATEGORY EXCLUSIVITY.

You'll enjoy the benefit of owning your category for your tier of sponsorship!

## NAME RECOGNITION.

Thousands of local, national, and international attendees, hundreds-of-thousands of national and international online viewers become your potential customers at Cain's Quest.

## REACH.

Nearly 45,000 social media followers on Facebook, Instagram, and Twitter means IMMEDIATE marketing potential.

## KEY AUDIENCES.

Business-to-business, philanthropic leadership, racers, media, volunteers, sport enthusiasts, corporate clients, community influencers, and more: all your audiences are attending Cain's Quest.

## BRAND LOYALTY.

Cain's Quest has a passionate following of incredibly engaged participants, in person and online; locally, nationally, and internationally.



**CAIN'S QUEST'S LEGACY IS EXTRAORDINARY. IT IS EASILY ONE OF THE MOST CELEBRATED EVENTS IN LABRADOR. IT BRINGS PEOPLE AND COMMUNITIES TOGETHER IN THE SPIRIT OF NATURE AND ADVENTURE.**

**– HON. DR. ANDREW FUREY,  
PREMIER OF NEWFOUNDLAND & LABRADOR**



SUPPORTING SPONSORSHIP OPPORTUNITIES (IN-KIND)	\$10,000 VALUE	\$5,000 VALUE	\$2,500 VALUE
Start- and Finish-line branding	2ft x 4ft brand sign	2ft x 2ft brand sign	Logo on shared 2ft x 2ft sign (shared with one non-competing sponsor)
Fan Day (at arena)	CQ signage with logo inclusion; Opportunity to provide swag for racers and/or prizes for public	CQ signage with logo inclusion; Opportunity to provide swag for racers and/or prizes for public	CQ signage with logo inclusion; Opportunity to provide swag for racers and/or prizes for public
Race Program (Both print and digital)	Full page colour ad	Half page colour ad	Quarter page colour ad
Opening Ceremonies	Two tickets to the event	Two tickets to the event	
Social Media Content	Participation in social content (including direct thank you messaging and tagging); graphics provided for your own posting	Participation in social content (including tagging); graphics provided for your own posting	Participation in social media shout outs; graphics provided for your own posting
Digital Advertising	Participation in Digital Marketing & Advertising	Participation in Digital Marketing & Advertising	Participation in Digital Marketing & Advertising
CainsQuest.com	Logo w/ link to website	Logo w/ link to website	Logo w/ link to website

### NOTES:

Please note all sponsors will have the opportunity to provide swag to racers; swag accepted must be pre-approved by Cain's Quest staff.



## LOCAL IMPACT. GLOBAL REACH.

Position your business as a sponsor of Cain's Quest, a highly-publicized, well-respected event; drawing thousands of motorsports and outdoor enthusiasts to Labrador for a biannual, high-octane overland snowmobile race like no other. Your support tells the story of your commitment to the community, and support for the industry. We strive to collaborate with businesses both nationally and internationally. Building new and creative partnerships is important to Cain's Quest.

Cain's Quest uses state-of-the-art marketing and social media strategies and tools, giving you maximum exposure and visibility across a number of global markets. As a corporate sponsor, Cain's Quest Endurance Race promotes YOUR brand to adventure and outdoor enthusiasts worldwide; through product endorsement, traditional advertising, and web-based marketing.

### MAKING CONNECTIONS WITH EVERY MILE

Cain's Quest presents and directs sponsors with the opportunity to make connections with other businesses for possible collaboration in the future.

### DRIVING A SNOWMOBILE IS NOT ALL WE OFFER

By promoting YOUR involvement with Cain's Quest, you have the ability to drive positive traffic from the event and increase your engagement finding new and exciting target audiences.

### CHEERS TO OUR SPONSORS

Since its inception, Cain's Quest has achieved recognition as the ultimate winter race worldwide. Thanks to the dedication of our community, and the overwhelming support of our corporate partners, Cain's Quest has achieved global awareness and attention, as well as respect, in the world of snowmobile racing globally.



Baden Powell Rd., Labrador City, NL Canada A2V 2K5

P. (709) 944-5011 | F. (709) 944-5959 | E. [info@cainsquest.com](mailto:info@cainsquest.com)