


CAIN'S QUEST

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**



	PRESENTING SPONSOR \$60,000 (Exclusive - One Only)	PREMIERE SPONSOR \$30,000 (Four Only)	PRIME SPONSOR \$10,000 (Eight Only)
Racer Check-in Signage*	Sponsor pull up banner displayed at check-in		
Checked Flag	Company Brand Featured on checked flag		
Checkpoints & Layovers (19)	Presenting sponsor on posters + opportunity to provide your own checkpoint signage		
Awards Ceremony	Opportunity to address audience, present award, and for signage space	Opportunity to present an award	
Public Relations	Presenting sponsor positioning in all press releases and media coverage	Sponsor inclusion in all press releases to media	Sponsor inclusion in final press release during race week
Fan Day (at arena)	CQ signage with logo inclusion; Exhibitor booth opportunity; Opportunity for additional signage display (client provided); Opportunity to provide prizes for public	CQ signage with logo inclusion; Opportunity for additional signage display (client provided); Opportunity to provide prizes for public	CQ signage with logo inclusion at event; Opportunity to provide prizes for public
Sponsor Banners (At ALL CQ events)	Presenting sponsor positioned logo inclusion	Premiere sponsor positioned logo inclusion	Logo inclusion
Cain's Quest Posters	Logo inclusion on all poster updates from January to March 2024 and final thank you poster	Logo inclusion on final thank you to sponsors poster	Logo inclusion on final thank you to sponsors poster
Start- and Finish-line branding	Top logo placement with CQ on 39ft overhead banner	Premiere placement of 2ft x 4ft brand sign	Prime placement of 2ft x 2ft brand sign
Race Tracker Advertising	Consistent Logo presence on Race Tracker Banner Ad	Participation with logo on Race Tracker banner ad	
Race Program (Digital and print editions)	Logo inclusion on front and back cover of race program; PLUS your own two-page colour ad	Logo inclusion on back cover of race program; PLUS your own full-page colour ad	Logo inclusion on back cover of race program; PLUS your own half-page colour ad
Opening Ceremonies	Presenting sponsor positioned logo inclusion on event signage; Opportunity to speak; Sponsor pull up banner; PLUS four tickets to event	Logo inclusion on event signage; Pair of tickets to the event	Logo inclusion on event signage; Pair of tickets to the event
Social, Traditional & Digital Marketing	Participation in \$30,000+ of Social Content & Advertising, Traditional and Digital Advertising.	Participation in \$15,000+ of Social Content & Advertising, Traditional and Digital Advertising.	Participation in \$5,000+ of Social Content & Advertising, Traditional and Digital Advertising.
CainsQuest.com	Presenting Sponsor logo positioning w/ link to website	Premiere Sponsor logo positioning w/ link to website	Logo w/ link to website

NOTES:

- Any materials printed to include sponsor logos will be covered by Cain's Quest; opportunities to display pull up and other banner types will be client supplied.
- Please note all sponsors will have the opportunity to provide swag to racers; swag accepted must be pre-approved by Cain's Quest staff.
- All booth activity (including sales) must be approved by Cain's Quest prior to the Fan Day event.

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.



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