



**SPONSORSHIP KIT**



# BECOME A SPONSOR

Show off your brand at events and checkpoints 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 2026, which also marks our exciting 20th Anniversary! Share your story with the thousands more international fans watching the race carefully online through our app, social media channels, and other marketing outlets.

Cain's Quest offers a diverse and incredibly engaged audience, creating networking opportunities for your customers and employees, with all involved enjoying the thrill of the race, right here in beautiful Labrador.

Whether it's a cash investment, community support and/or in kind investments of products and services, we'll curate the best sponsorship options to meet your goals and budget with benefits like:

## NAME RECOGNITION & REACH

Nearly 40,000 social media followers, plus local, national, and international attendees, and online viewers, become your potential customers as a Cain's Quest 20th anniversary sponsor.

## KEY AUDIENCES

Business-to-business, racers, media, volunteers, winter, outdoor and sport enthusiasts, corporate clients, local businesses, community influencers, and more: your audiences are attending Cain's Quest.



I HAVE FOLLOWED CAIN'S QUEST SINCE THE VERY FIRST RACE, TO SEE IT BECOME NOT ONLY A RACE BUT A SHOWCASE OF LABRADOR'S UNIQUE CULTURE, HAS FILLED ME WITH PRIDE AS A LABRADORIAN.

– Jordan Brown, MHA Labrador West



Whether your investment is in cash, in-kind or a combination of both, we are committed to building a mutually beneficial relationship. Together, we can create unique opportunities that maximize exposure, engagement, and overall impact, ensuring the best possible results for everyone involved.

In addition to the sponsorship benefits outlined below, we are excited to **explore additional ways we can deliver even greater value to your brand**. From providing prizes for Fan Day to showcasing your signage at key checkpoints and layover locations, we aim to customize a sponsorship that aligns with your goals as we celebrate 20 years of Cain's Quest together.

## PREMIER SPONSOR: \$30,000+

*\*Four non-competing sponsors.*

### Premier Sponsorship of Cain's Quest 2026 includes:

- **Signage:** Your Signage **plus** your brand on sponsor banners at **all** major Cain's Quest 2026 events
- **Race Program:** Your brand on sponsor ad **plus** your own full page colour ad
- **Digital:** Branding on tracking app during race; email newsletters; linked brand on CainsQuest.com
- **Social Media:** Top level participation in Facebook & Instagram content, **plus premier** sponsors spotlight (over 12 weeks)
- **Print Media:** Your brand on Cain's Quest posters and industry publications
- **Branded Swags:** Opportunity to provide **your** branded swag for racer kits, event prizing and/or volunteer bags



**LET'S WORK TOGETHER  
TO CRAFT THE PERFECT  
SPONSORSHIP TO MEET  
YOUR GOALS!**

## PRIME SPONSOR: \$10,000 - \$29,999

*\*Eight non-competing sponsors.*

### Prime Sponsorship of Cain's Quest 2026 includes:

- **Signage:** Your brand on sponsor banners at **all** major Cain's Quest 2026 events
- **Race Program:** Your brand on sponsor ad **plus** your own half page colour ad
- **Digital:** Email newsletters; linked brand on CainsQuest.com
- **Social Media:** Mid level participation in Facebook & Instagram content (over 8 weeks)
- **Print Media:** Your brand on Cain's Quest posters
- **Branded Swag:** Opportunity to provide **your** branded swag for event prizing and/or volunteer bags

## PARTICIPATING SPONSOR: UP TO \$10,000

### Participating Sponsorship of Cain's Quest 2026 includes:

- **Race Program:** Your brand on Thank you to Participating Sponsors ad
- **Digital:** Linked brand on CainsQuest.com
- **Social Media:** Participating sponsor thank you on Facebook & Instagram
- **Branded Swag:** Opportunity to provide **your** branded swag for event prizing





# CHEERS TO 20 YEARS

Two decades ago, passionate Labrador snowmobilers worked together to create an endurance race challenging even the most hardened riders. They called it Cain's Quest, inspired by Jacques Cartier's famous expedition in which he declared Labrador was "The land God gave to Cain."

# OFF TO THE RACES

After 20 years, Cain's Quest bi-annual snowmobile endurance race has become one of the most extreme winter sports events in the world. This high-energy race sees teams of two snowmobilers traverse more than 3,500 km of rough, all-natural terrain. The race brings together all of Labrador with hundreds of volunteers, dozens of participants, and a global audience of thousands.

# FULL SPEED AHEAD

As the Cain's Quest's team, racers, and volunteers past and present come together to celebrate the 20th anniversary, we invite the world to come discover the people, places, and the thrilling experience of this extraordinary race.

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