



September 2014

Re: Skate Canada Provincial Figure Skating Championships

To Whom It May Concern:

The 2015 Skate Canada BC/YK Championships are coming to Prince George November 6<sup>th</sup> to 9<sup>th</sup>. This will bring over 200 of BC's top skaters, their families and coaches to Prince George for 4 days. Hotels, restaurants stores all will see benefit from this event.

In addition worldwide live streaming will provide an audience of over 10,000 unique viewers from 60 countries and a total of over 5,000 live viewing hours. This is a great opportunity to promote Prince George and it's local businesses. Skater's and their family's rush back to the hotel to watch their performance on line and this provides an opportunity for restaurants to promote directly to the families and provide incentives.

In addition if a local business has a commercial or video this can be played back during the broadcast which is 10 hours each of the 4 day. Commercial playbacks occur during the ice resurfacing of which there is 8/day.

Advertising or sponsorship packages are flexible but the basic outline is:

#### **Gold**

- Commercial playback or mentions on air
- Rinkboard signage
- Full page ad in program
- In venue announcer mentions
- Links on event app

**Price: \$3,000**

#### **Silver**

- Full page ad in program
- In venue announcer mention
- Links on event app

**Price: \$1,500**

#### **Bronze**

- Full page ad in program
- In venue announcer mention

**Price: \$1,000**



We are thrilled to be coming to Prince George especially in advance of the 2015 Canada Winter Games. We hope the community will support this competition so that our Skate Canada BC/YK Championships can become a regular event in the North.

We appreciate any support your company and organization may be able to consider and if you have other requirements or ideas as to how we can help you reach your advertising or sponsorship goals please let us know and we will do everything possible to make it happen.

Best regards,

Ted Barton  
Executive Director  
Skate Canada BC/YK