



PERFORMANCE
Boat Club Events Inc.
Charity Poker Runs

2010 Sponsor Program



Performance Boat Club Events 2010 Sponsor Package

About Performance Boat Club Events Inc.

The Performance Boat Club is a group of boating enthusiasts who take their passion for boating as an opportunity to contribute to worthwhile charities and community initiatives. Every year PBC Canada organizes various events which include charity poker runs, raffles and auction dinners.

Our Mission

PBCE Inc. is a not for profit corporation with the mission to promote safe and responsible performance boating through education, awareness, and organized boating events, while contributing to local communities through charitable fund-raising activities and the support of the performance boating community.

Due to the generous support our club sponsors and members and participating communities, 2009 was a record setting year, with over \$50,000 in event proceeds and donations raised in support of various charities in our local communities.

Some of the charities we support include:

- *Orillia Volunteer Fire Department Disaster Relief Program*
- *Gravenhurst Community Center "Interior Youth Zone"*
- *Nipissing Association for Disabled Youth*
- *Children's Wish Foundation*
- *The John D'Amico Fund & The Leukemia & Lymphoma Society of Canada*
- *Dreaming for Discovery and a Cure Foundation*
- *Crohn's and Colitis Foundation of Canada*

We have a busy year ahead of us and we would truly value your support. Our 2010 Event Schedule includes:

June 11-12 Total Traffic Services Running for a Cure Port of Orillia

June 25-27 Lawrason's Min-Chem Hustle for a Cure Midland, On (2 day event)

July 23-24 Holmes and Pellerin Realty North Bay Blast for NADY

Aug 14-15 Magneto Electric Muskoka Lakes Charity Regatta, Gravenhurst

Aug 27-28 Priestly Demolition Running for Rescue, Port of Orillia

Sept 11-12 Double R / Edwards Mazda Bruce Nicolle Memorial Poker Run, Rice lake



What we are seeking

Our goals and objectives for the 2010 season is to develop and foster mutually beneficial community and corporate relations and to do that, we need partners like you. We note that you may also be supportive of some of the same causes we support, and we would like to offer you the chance of sponsoring one, or more, of our events.

Sponsorship plays a vital part in the success by subsidizing the costs to organize and host the events by PBCE Inc. By partnering with PBCE Inc. you and your company will gain exposure to many affluent boaters, spectators, fans and the surrounding communities while helping support and making a difference in many people's lives.

In addition to financial support through sponsorship we are also seeking support and sponsorship through the donations of goods and services to be offered in our auction and raffle based fundraisers. The two options we offer in exchange is to provide a tax receipt for a donation in kind or provide a sponsor package level equivalent to the fair market value of the goods or services being offered in exchange.

What we offer in return

Website advertizing - In exchange for sponsorship, we offer recognition with a banner ads (unlimited impressions and click-through for the period of one year), in addition to a listing in our sponsor directory where you can access and manage your corporate profile, description, news, latest promotions and offers on our website, (www.performanceboatclub.ca) which receives in the excess of one million hits per month during our poker run season from June to September.

Event promotion - your logo imprinted on all of our event materials including t-shirts, banners, maps and posters; full access and royalty-free use of any hi-res, web images and video of the event that may be used for the promotional purposes and advertising. For a look at some of our past images, you can view our online Image Gallery here:

<http://www.performanceboatclub.ca/gallery/>

Corporate branding within the Poker Run fleet – Your corporate brand image or logo attached to one of many hi profile exotic performance boats seen be literally thousands of spectators, boaters and cottagers throughout the season. The opportunity for promotional advertizing, print ads, video and boats on display at your corporate functions and promotions are also available options for corporate sponsor packages.



Together with your help, 2010 will be a year to remember as we work to assist as many charities as possible. Please take a moment to review the PBC Canada Charity Poker Run Season Sponsorship Packages below.

Sponsor Matrix

Performance Boat Club Events Inc.	Corporate Full Season				Single Event			
	Platinum	Gold	Silver	Bronze	Platinum	Gold	Silver	Bronze
Posting of Your Company Banner	Y	Y	Y	Y	Y	Y	Y	Y
Event Poster	Y	Y	Y	Y	Y	Y	Y	Y
Event Shirt	Y	Y	Y	Y	Y	Y	Y	Y
Laminated Course Map	Y	Y	Y	Y	Y	Y	Y	Y
Event Banner	Y	Y	Y	Y	Y	Y	Y	Y
Full Website Access	Y	Y	Y	Y	Y	Y	Y	Y
Web Banner (1 year)	Y	Y	Y	Y	Y	Y	Y	Y
Event Fee Waived	X6	X3	X2	X1	Y	Y		
Extra Crew Fees Waived	X4	X2	X2	X2	X2			
Sponsor Listing & Profile	Y	Y	Y	Y	Y	Y	Y	Y
Invitation for a Boat Ride In the Event	X6	X3	X2	X1	Y			
Access to Still Images and Video Media	Y	Y			Y	Y		
Inserts for drivers kit	Y	Y			Y	Y		
Team Sponsor Logo on Boat	Y	Y			Y			
Custom Event Logo	Y				Y			
Custom Event Logo on Awards	Y				Y			
Input on Supporting Charity Selection	Y				Y			
Promotional Use of Boats for Static Display	Y							
Costs	\$15,000.00	\$10,000.00	\$5,000.00	\$2,500.00	\$2,500.00	\$1,750.00	\$1,250.00	\$500.00

Custom Tailored Sponsor Programs

In addition to our standard sponsor packages we also offer customized sponsor packaging and promotional opportunities that can be tailored to best fit your marketing and promotional opportunities.

Please contact PBCE Inc. at 705-326-8705 to discuss the options and possibilities.



Introducing the Captains Club

The Captains Club has been created to recognize our members and sponsors for further supporting our mission of promoting safe and responsible performance boating through education, awareness, and organized boating events, while contributing to the local communities through charitable fund-raising activities and the support of the performance boating community.

It is through their generous contributions and passionate achievements in support of the growth in our club and charitable works that has facilitated the growth in our club and allowed us to set an all time fundraising record in a challenging economy. Performance Boat Club Events would like to salute and honour our supporting captains for the following levels support.

Details of Captains club

All pledges, donations are to be collected in paid in full 15 days prior to the event. Receipts will be issued for donations of \$100 or more, provided full name and mailing address are complete and legible. Make Checks payable to Performance Boat Club Events Inc.

Captains Club Levels

Double Diamond - 50k + 6 events full season (4 crew incl) free

Diamond - 25k + 6 events full season (4 crew incl) free

Platinum - 15k + 6 events full season (4 crew incl) free

Gold - 10k + 3 events (4 crew incl) free

Silver - 5k + 2 events (4 crew incl) free

Bronze - 2.5k + 1 event (4 crew incl) free

*Note that once status at any level is achieved the member / sponsor they will be listed in the captain's club section of our website. To qualify for the run fee exemption the quota levels must be met on a per season basis.

We respectfully request that you would consider our proposal for sponsorship

Should you have any questions regarding our sponsor packages please feel to contact me at any time at our office, 705-326-8705.

Best regards,
Carl McBride
President & Managing Director
Performance Boat Club Events Inc.



2010 Season Sponsorship Form

525 West St. South
Orillia, Ontario, Canada L3V 5H2
www.performanceboatclub.ca

Phone: 705.326.8705 Fax: 705.326.2289

Please fill out completely and return by fax: 705.326.2289

Sponsor Information

Name: _____

Company: _____

Address: _____

Address 2: _____

Province / State: _____ **Country:** _____ **Zip / Postal Code:** _____

Phone: _____ **Cell:** _____

Email: _____

Logo Requirements

Please provide a vector ready format logo for promotional materials.

If you do not have one available please submit hi-res jpeg of logo for conversion. \$150.00 fee will apply. Please add to total.

- Logo Provided
 Conversion Needed
 Logo on File @ PBCE

Sponsorship Level

Single Event Sponsorship

- Platinum** \$2500.00
 Gold \$1750.00
 Silver \$1250.00
 Bronze \$ 500.00

Corporate Season Sponsorship

- Platinum** \$15000.00
 Gold \$10000.00
 Silver \$ 5000.00
 Bronze \$ 2500.00

HST 13% (after July 1st): _____

GST 5%: _____

Payment Total: _____

Method of Payment:

- Visa Amex
 Mastercard Cheque Debit

Name on Card _____

Card # _____

Expiry Date _____

Security # _____

Card Holder's Signature _____

2010 Season Event Selection

- June 11-12, Port of Orillia
 June 25-27, Georgian Bay
 June 23-24, North Bay
 August 14-15, Muskoka
 August 28-29, Lake Simcoe
 September 11-12, Rice Lake

I authorize PBCE Inc. to charge my credit card for payment of their services. If PBCE Inc., is unable to process my payment I will be responsible for an alternate payment arrangement and any processing fees. The charge will appear as "Performance Boat Club Events Inc. on your statement. By signing this authorization, I acknowledge that I have read and agree to all of the above information and warrant all information given is true.

Applicant Signature: _____

Date: _____

Additional Comments & Questions

if sponsoring multiple events please note your preferences.
