

Summits of Canada Sponsorship Information

The Summits of Canada Expedition is seeking sponsorship partners who, through the integrity of their products or services, are leaders in their respective fields. As a historic year long Canadian initiative the Expedition will appeal to people of all ages with primary focus on students in the areas of education and health.

The Summits of Canada represents the single largest education Expedition in the history of Canada. Capturing the attention, hearts and minds of educators across Canada, over 165 schools have already registered to use the Expedition in their classroom. These schools, from every Province and Territory in Canada and from 10 different countries, represent marketing and media opportunities in the largest population markets in Canada.

The Expedition offers prolonged exposure in the major population centres of Canada giving media outlets several options for coverage. Through live video and audio, combined with satellite communication to radio and the Internet, the Expedition is estimated to reach nearly 90% of Canadians. Through live television broadcasts from Mount Logan and other summits and the ability to report daily journals and images to television/cable stations and newspapers an estimated 5 million people will be reached.

As a sponsorship and marketing opportunity for sponsors, the Expedition can be used to:

1. deliver or strengthen your corporate message,
2. sell products into your current market,
3. introduce or expand market share,
4. distinguish yourselves from competition, and
5. build or support current or future corporate marketing and advertising campaigns.

With the nature of the Expedition, climbing to the top of Canada and the highest points in every Province and Territory, there are many marketing themes possible:

- ✿ Reaching the top
- ✿ Peak performance
- ✿ Discovering Canada
- ✿ Success above all else
- ✿ Rising above the rest
- ✿ Being on top.

The Expedition team will work closely with sponsors to deliver their specific marketing and advertising objectives and plans.

The projected cost to deliver the “Summits of Canada Expedition” is \$450,000, with 1/3rd or \$150,000 coming from goods, supplies and equipment. The largest expense categories are:

- \$88,000 air transportation
- \$35,000 education
- \$35,000 vehicle and travel
- \$29,000 food while on mountains
- \$22,500 communications
- \$21,000 web

There are four levels of sponsorship available accommodating both large and small marketing budgets:

1. Title \$150,000
2. Climbing \$50,000

3. Base Camp \$25,000

4. Suppliers \$5,000

| | TITLE \$150,000 | CLIMBING \$50,000 | BASE CAMP \$25,000 | SUPPLIERS \$5,000 (value) |
|---|---|--|---|-------------------------------------|
| Title Sponsorship - Expedition named after the company/organization (i.e.: ABC Summits of Canada Expedition) |  | | | |
| Title Sponsorship of the Summits of Canada Educational program |  | | | |
| Corporate logo incorporated into expedition logo |  | | | |
| Invitation for one qualified sponsor representative to join the team on Mount Logan or another summit NOTE 1 |  | | | |
| Charity emphasis and tie-in |  | | | |
| Corporate ads placed on video casts on Expedition web site and on educational lesson plans |  | | | |
| Integration of Expedition and sponsor’s web sites |  | | | |
| Summits of Canada team available in key markets for public or corporate appearances in between climbs |  |  | | |
| Sponsors name mentioned during video and audio broadcasts |  |  | | |
| Communication from summit camps and summits when possible to corporate web site and/or employees |  |  | | |
| Summits of Canada Education Initiative tied into sponsors education, literacy or youth programs/plans |  |  | | |
| Name or logo prominently on promotional materials, press releases and select team gear |  |  | | |
| Product photos from summits |  |  | | |
| Product photos from mountains |  |  |  | |
| Corporate flag or banner carried to all 13 summits |  |  |  | |
| Name or logo on promotional materials, press releases, select team gear, expedition documentary |  |  |  | |
| Prolonged product and corporate exposure in presentations, lectures and written articles for magazines |  |  |  | |
| Inclusion in ‘Summits of Canada Education Initiative’ |  |  |  | |
| Inclusion in post-expedition articles submitted to media, magazines and documentaries |  |  |  | |

| | TITLE \$150,000 | CLIMBING \$50,000 | BASE CAMP \$25,000 | SUPPLIERS \$5,000 (value) |
|--|---|--|---|---|
| Placement of sponsor's products and/or logo during media events and presentations |  |  |  | |
| Industry/category exclusivity |  |  |  | |
| Provide written endorsement of sponsor's products or services, post Expedition |  |  |  | |
| Summit of Canada team members available for personal appearances, post Expedition |  |  |  | |
| Use of Expedition photography and summit images in corporate marketing and advertising |  |  |  | |
| Use of Expedition name and logo in corporate marketing and advertising |  |  |  |  |
| Name or logo recognition in expedition documentary |  |  |  |  |
| Mention in all press and Expedition information releases by sponsorship levels |  |  |  |  |
| Access to exclusive Expedition reports |  |  |  |  |
| Banner ad and link by sponsorship level on expedition website |  |  |  |  |
| Personal Appearance days <small>NOTE 2</small> | 2 | 1 | - | - |
| Motivational speaking to corporate employees or customers <small>NOTE 2</small> | 2 | 1 | 1 | - |
| Expedition Photography | Summit + expedition photos with corporate banner | Summit + expedition photos with corporate banner | Expedition photos with corporate banner | Expedition photos with equipment or gear |

Note 1: The Expedition leader will select the individual from a list of names submitted to join the team on Mount Logan or another designated summit. They will be part of the Base Camp operation and may be given an option to climb with the team as decided by the Expedition Leader.

Note 2: All associated costs for personal appearances and/or motivational speaking engagements including travel, accommodations and transportation will be the responsibility of the sponsor and will be agreed upon by both parties.

For further information about the Summits of Canada sponsorship opportunities or if you would like to arrange a meeting please contact James Coleridge.

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