



Partnership Opportunities



North American Endurance Team Challenge
Canada West - Kentucky Cup 2009



World Endurance
Championship
2008



North American Endurance Team Challenge
Canada East - Kentucky Cup 2009



WE *SHARE* YOUR PASSION!

A committee of



2685 Queensview Drive, Suite 100 Ottawa, ON K2B 8K2

www.endurancecanada.ca

www.equinecanada.ca

Partnership Opportunities with Endurance Canada

Endurance Canada is a national member-based association that represents, promotes and services Canada's endurance community and industry from *grass roots to podium*.

These are exciting times in the Canadian equestrian industry! Participation is at an all-time high and consumer spending is following the trend. Endurance is the youngest of the equestrian sports and is the fastest growing equestrian sport around the world.

Support and partnership can take many forms. Whether direct contributions, web advertising, customized partnership packages or direct donations using our Donation Programs or a combination thereof, your support helps Endurance Canada develop and implement programs that grow interest, skill and awareness in the various areas touched by Endurance Canada.

Align your company with Canada's national Endurance Organization and reap the rewards of local, national and international exposure and increase your branding potential.

Endurance Canada is pleased to offer customized partnership packages that suit your needs and your budget, giving you the freedom to choose the branding initiatives that hit your target audience at all levels of the sport!

The following options are available to you and allow you to support Endurance Canada programs while gaining the brand exposure you deserve!

To discuss your customized partnership opportunities contact Maura Leahy Marketing Chair, Endurance Canada at Maura.Leahy@mts.net or 204.795.1915.

Featured Banner Ad in Endurance Canada's Monthly Electronic Bulletin **\$50/issue**

Keep your company's name *in the news!* Benefit from an *exclusive* HTML banner presence in Endurance Canada's monthly electronic bulletin, **Endurance Canada e-News**.

Your company's banner and hotlink will greet subscribers as Endurance Canada keeps them up-to-date on important Canadian equine sport and industry news!

Subscribers number in the hundreds... and *growing!*

Editorial Space in the Endurance Canada e-Newsletter & the Endurance Canada Website **\$250/submission**

Does your company specialize in a subject matter that equine enthusiasts just need to know?

This partnership offers you the opportunity of having an editorial* published in both the Endurance Canada e-News and featured on the Endurance Canada website (where relevant). Your company will clearly be identified and recognized as the editorial content provider.

** submission is subject to Endurance Canada's final approval*

Endurance Canada Publications

Strategically place your corporate logo/name on Endurance Canada's popular publications!

Equine Canada's high-demand publications are considered to be essential reference material for riding students, competitors, coaches, judges, stewards and competition organizers who represent every demographic right across Canada.

Your logo can be featured, with significance, on one or more of the Endurance Canada publications.

Endurance Canada Website Advertising

Our dynamic website attracts visitors representing all demographics from coast to coast, as well as international visitors curious about the Canadian endurance scene!

Your web banner will be featured on 14 pages within our Endurance Canada website which including the following:

EC Home Page	Veterinary
Breeds & Industry	Links
Latest Endurance Canada News	FAQ's
Equine Canada News	Membership
About	Youth
Committees	Photo's
Education	Our Sponsors
Newsletters	Auction/Sales
Competitions/Points/Awards	Classifieds
International/FEI	

1 Month	4 Months	6 Months	1 Year
\$30	\$100 (\$25/month)	\$135 (\$22.50/month)	\$240 (\$20/month)
\$60 with web link	\$200 with web link (\$50/month)	\$270 with web link (\$45/month)	\$480 with web link (\$40/month)

Specifications are :

- Size (pixels): 800/900
- File Format: GIF or JPEG
- Max File Size: 100KB

Take advantage of this opportunity to effectively brand your company from grass roots to national level.

Endurance Canada Newsletter Advertising

The ad must be camera ready:

	1 issue	4 issues
Full Page	\$50	\$150
Half Page	\$30	\$90
1/4 Page	\$20	\$60
Business Card	\$10	\$40

Donations & Eligible Donation Receipt Programs

Endurance Canada is a committee of Equine Canada which is a federally incorporated company who is also registered with the Canada Revenue Agency (CRA) as a Registered Canadian Amateur Athletic Association (RCAAA), business registration number 12286 3210 RR 0001.

Endurance Canada, through Equine Canada, currently issues **donation receipts** to individuals and Corporations for contributions in support of:

- General Donations
- Canadian Endurance Team
- Canada West Endurance Team
- Canada East Endurance Team
- Endurance Canada International Fund
- Youth Fund
- Travel Fund
- Fund-Raising Events
- Specific Events
- Awards

For each fund raising activity we **recognize our donors** on our web page in the following categories;

- Supporter \$25
- Bronze Supporter \$300+
- Silver Supporter \$500+
- Gold Supporter \$1,000+
- Diamond Supporter \$2,500+
- Platinum Supporter \$3,000+

We also recognize our **contributor's lifetime support** on our web page in the following categories;

- Supporter \$250+
- Sponsor \$1,000+
- Builder \$5,000+
- Benefactor \$10,000+
- Super Sponsor \$20,000+
- Grand Sponsor \$30,000+
- Patron \$50,000+
- Founder \$100,000+

Corporate Sponsorship of Endurance Canada

Endurance Canada offers several levels of sponsorship which can be tailored to fit your organization's needs and can be associated with the overall organization, or one of our Teams, or a specific Event. Align your company with Endurance Canada!

“Bronze Sponsor” of Endurance Canada **\$300 / 365 day term or specific event**

This initiative offers your company the opportunity to hold the designation “Bronze Sponsor of Endurance Canada”.

Preferred Partners will receive the following benefits:

- Corporate logo on the Endurance Canada sponsors page bearing designation “Bronze Sponsor of Endurance Canada”.
- Recognition at the Endurance Canada Annual Meeting(company to provide signage);
- Recognition in each issue of Endurance Canada’s newsletter (4 issues);

“Silver Sponsor” of Endurance Canada **\$500 / 365 day term or specific event**

This initiative offers your company the opportunity to hold the designation “Silver Sponsor of Endurance Canada”.

Preferred Partners will receive the following benefits:

- Corporate logo on the Endurance Canada sponsors page bearing designation “Silver Sponsor of Endurance Canada”, as well as a descriptive paragraph outlining your products and or services (company to provide).
- Corporate logo on the Endurance Canada’s Equine Canada page under partners.
- Recognition at the Endurance Canada Annual Meeting (company to provide signage);
- Recognition in each issue of Endurance Canada’s newsletter (4 issues);
- Discounted advertising rates (10%) in the Endurance Canada newsletter;
- Discounted web advertising rates (10%) on Endurance Canada website;

“Gold Sponsor” of Endurance Canada **\$1000 / 365 day term or specific event**

This initiative offers your company the opportunity to hold the designation “Sponsor of Endurance Canada”.

Preferred Partners will receive the following benefits:

- Corporate logo on the Endurance Canada EC page bearing designation “Gold Sponsor of Endurance Canada”, as well as a descriptive paragraph outlining your products and or services (company to provide).
- Corporate logo on the Endurance Canada’s Equine Canada page under partners.
- Recognition at the Endurance Canada Annual Meeting (company to provide signage);
- Recognition in each issue of Endurance Canada’s newsletter (4 issues);
- Discounted advertising rates (20%) in the Endurance Canada newsletter;
- Discounted web advertising rates (20%) on Endurance Canada website;

Partnerships with Endurance Canada

“Preferred Partner” of Endurance Canada **\$2,500/365 day term**

This partnership initiative offers your company the opportunity to hold the designation “Preferred Partner of Equine Canada”. Align your company with the national equine federation!

Preferred Partners will receive the following benefits:

- An industry-exclusive official designation of “Preferred Partner of Endurance Canada”;
- Corporate logo and link on the Endurance Canada web site bearing designation “Preferred Partner of Endurance Canada”, as well as a descriptive paragraph outlining your products and or services (company to provide).
- Corporate logo and link on the Endurance Canada’s Equine Canada’s web site under partners
- Prominent recognition at the Endurance Canada Annual Meeting(company to provide signage);
- Recognition in each issue of Endurance Canada’s newsletters (4 issues);
- Discounted advertising rates (30%) in the Endurance Canada newsletter;
- Discounted web advertising rates (30%) on Endurance Canada website;

“Official “XXX” of Endurance Canada” Partnership **\$3,000/365 day term**

This partnership initiative offers your company the opportunity to bear the “Official XXX of Endurance Canada” designation; for example, SSG Riding Gloves is the “Official Riding Gloves of Endurance Canada”.

Your company will receive the following benefits:

- An industry-exclusive official designation of “Official xxx of Endurance Canada”;
- Corporate logo and link on the Endurance Canada web site bearing designation “Official XXX of Endurance Canada”, as well as a descriptive paragraph outlining your products and or services (company to provide)
- Corporate logo and link on the Endurance Canada’s Equine Canada’s web site under partners
- Recognition of the *highest significance* at the Endurance Canada Annual Meeting;
- Significant recognition in each issue of Endurance Canada’s official newsletter (4 issues);
- Discounted advertising rates (30%) in Endurance Canada’s newsletter;
- Discounted web advertising rates (30%) on Endurance Canada’s web page.