Wolves Athletics Giving Program

2014-2015

The success of the GPRC Wolves Athletics program is vital to the community on which it relies for support, and the generosity of businesses and individuals within our region has been the driving force behind our achievements for many years. Through the Wolves Athletics Giving Program, we aim to grow community involvement with and strengthen support for GPRC Wolves teams. We want our supporters to feel that our teams are, indeed, your teams, and to know that our successes are also yours.

When you invest in Wolves Athletics, you are:

Serving our Students

Research has shown that participation in collegiate athletics may enhance a student's self-control, perseverance, and discipline. Exercise and nutritional habits are developed, which lead to better health. A competitive drive is encouraged and cultivated, which may ultimately translate to greater career development.

Strengthening our Community

Athletes contribute significantly to our community, and our winning teams benefit not only GPRC, but the entire region. Investment in our athletics program ensures the region's top student-athletes stay here, and the best talent across the country is attracted to our community to study, to play, and to live here.

Supporting Industry

Wolves athletes spend up to 30 hours each week training and competing, in addition to the many hours of study, research, and project completion they undertake to excel in their academic courses. The skills they acquire and their drive for success shape them to become valuable citizens. Our graduates are business owners and diplomats, scientists and teachers, nurses and physicians, office workers and oilfield workers, university professors and administrators, and professional athletes. Supporting Wolves Athletics means supporting future business and community leaders.

For more information, contact Heidi Arbeau-Wood at 780.539.2835 or *harbeauwood@gprc.ab.ca*

SPONSORSHIP OPPORTUNITIES

Team Sponsorships

Wolf Level Sponsor $7,500/team

Choose to support men's or women's basketball, men's or women's volleyball, or men's or women's soccer, and your name will be attached to the team throughout the season. Wolf Level team sponsors will receive recognition via a full-page Wolves program ad, our gymnasium video screen, two 5' by 2.5' courtside signs, five-second public announcements broadcast twice per basketball and volleyball home game, and our website, as well as inclusion in all related promotional materials. Your logo will also be featured in an announcement running on internal College monitors, and you will have the opportunity to display two of your company banners. You will also receive eight Wolves season passes and 10 Wolves game passes. One opportunity for each of six teams is available.

Red Level Sponsor $5,000/team

Support any one of the teams noted above, and your recognition will include a half-page Wolves program ad, exposure via our gymnasium video screen, one 5' by 2.5' courtside sign, a five-second public announcement broadcast twice per basketball and volleyball home game, and inclusion in all related promotional materials. Your logo will also be featured in an announcement running on internal College monitors, and you will have the opportunity to display two of your company banners. Additionally, you will receive six Wolves season passes. One opportunity for each team is available. Custom recognition opportunities are available for sponsorships of our running and curling teams; please inquire.

Black Level Sponsor $3,000/team

Sponsor one of our Wolves teams, and we will recognize your support with a quarter-page Wolves program ad, recognition on our gymnasium video screen, a five-second public announcement broadcast once per basketball and volleyball home game, and inclusion in all related promotional materials. You will have the opportunity to display one of your company banners, and you will receive four Wolves season passes. Two opportunities for each team are available.
Custom recognition opportunities are available for sponsorships of our running and curling teams; please inquire.

Tournaments, Camps, and Clubs Sponsorships

Tournament Sponsor $3,500 - $5,000

As Title Sponsor for one of our signature GPRC High School tournaments ($5,000), your company name will be attached to the tournament chosen. Your logo will appear on all tournament-associated correspondence and materials, including two 5' by 2.5' courtside signs, and will be featured on our gymnasium video screen and website throughout the tournament. Additionally, your logo will be featured in an announcement running on internal College monitors. You will receive recognition in the form of five-second public announcements broadcast twice per championship game, and you will have the opportunity to display two of your company banners. You will also have the opportunity to provide promotional materials for us to include in team packages.

Sponsor a GPRC Junior High School tournament ($3,500), and receive the above recognition with the exception of public announcements and the opportunity to provide promotional materials.

Summer Camp Sponsor $3,000 - $5,000

Sponsor the Wolves Summer Camp Program, basketball camp, or volleyball camp ($3,000; one sponsorship per camp available), and support our community's young athletes. Your logo will appear on all relevant materials including correspondence and postcards circulated to schools within our region, and will be featured on our gymnasium video screen and website throughout the duration of the camps. You will also have the opportunity to display two of your company banners. Additionally, Wolves Summer Camp Program sponsors ($5,000; one opportunity available) will have their logo featured on camper t-shirts, in an announcement running on internal College monitors, and in an ad displayed on a campus billboard.

Wolves Sports Clubs Sponsor $2,500- $3,500

Gain exposure with the age-group demographic in volleyball, basketball, soccer, or climbing by supporting Wolves clubs. As Club Sponsor ($3,500), your company name and logo will be prominently featured on the back or front (design depending) of team jerseys or track suits, as well as on team pictures e-mailed to all participants. Four opportunities, one sponsor per club, are available. Sponsor a club at the Friend level ($2,500; two sponsorships per club available) and have your company name and logo featured on an arm of each team uniform.

Special Events and Projects Sponsorships

Soccer Pitch Bleachers $20,000

Wolves Athletics will be purchasing two bleachers for the soccer field, and a five-year sponsorship of each bleacher will be available. Your logo will be displayed across the bleacher back(s) for maximum viewing, visible not only to participants and their fans, but to traffic on 106 St. by The Keg restaurant. In the off-season, the bleachers will be moved so that your logo is prominently visible to motorists and pedestrians on a segment of 100 Ave.

Wolves Scholarship Breakfast $10,000

A potential new endeavor for our 2014-15 season, the Scholarship Breakfast may become an annual event. It will focus on raising funds for Wolves Athletics scholarships and bursaries, thereby easing the financial burden for our student- athletes. The community will be invited to come out to have breakfast, hear a guest speaker, and meet our athletes, and the creation of new scholarships will be announced. As Presenting Sponsor, your name will be attached to the event, and your contribution recognized with inclusion in all event materials. An electronic billboard announcement which notes your support will be developed, as will an announcement running on internal College monitors and our gymnasium video screen. With your input, two stand-up banners will be created to prominently display your support during the event. An ad will also be featured in GPRC e-newsletters *The Insider* and *Inside Out*, and your logo will appear on our website. A brief company biography will be presented by the MC, and you will have the opportunity to meet with our guest speaker. Additionally, you will receive a VIP table (eight seats) at the Breakfast.

Wolves Basketball $100K Shoot-Out $10,000

Sign on as Presenting Sponsor for this new and exciting initiative, and have your 15 minutes of fame at every Friday evening Wolves basketball home game. A number of attendees at each Friday night game will be randomly selected to have the opportunity to make a basket from the free-throw line during half-time; a winner will be determined at each game and entered in the final event. During the final home game, all winners will participate in a shoot-out to do determine who – if anyone – takes home a cash prize of $100,000 by throwing from centre court. Sponsorship of this event includes attachment of your name to the event, logo inclusion in all related materials, and a five-second public announcement broadcast during half-time of each home game. Your logo will also appear on an announcement run on our gymnasium video screen, on internal College monitors, and on our website. Additionally, you will have the opportunity to take part in the final shoot-out as a presenter, and to provide and hand out participant prizes and swag items for the audience.

CCAA / ACAC Championships TBD

The process to apply and prepare for a Championship takes approximately two years. Hosting such an endeavor is an honour for Wolves Athletics and for GPRC, and the provincial and/or national recognition received for this accomplishment is significant. The type of championship, the featured sport, and the frequency with which we host will vary and will depend on a number of factors. As Title Sponsor, your company name will be attached to the event. Your logo will appear on all tournament-associated correspondence and materials, including four 5' by 2.5' courtside signs, and will be featured on our gymnasium video screen and website throughout the championships. Your support will be noted in GPRC e-newsletters *The Insider* and *Inside Out*. Additionally, your logo will be featured in an announcement running on internal College monitors, and your name will appear in an announcement on the external electronic billboard. You will also receive recognition in the form of five-second public announcements broadcast twice per game, and will have the opportunity to display two of your company banners.

Wolves Festival of Gold $7,500

The Wolves Festival of Gold celebrates the accomplishments of Wolves varsity teams and its athletes, and is an event which receives significant College and community recognition. Now in its 45th year, this annual event attracts a crowd of more than 200 people and recognizes our athletes with as many as 50 awards each year. As Presenting Sponsor, your name will be attached to the event, your logo will be included in all related materials, and an announcement will run on internal College monitors and our gymnasium video screen. With your input, two stand-up banners will be created to showcase your support and will be displayed prominently within the venue during the event. A brief company biography will be presented by the MC, and you will have the opportunity to pose with our Athletes of the Year for photos which will be featured on our website, and in GPRC e-newsletters *The Insider* and *Inside Out*. You will also receive four tickets to the event.

Wolves Parent Weekends $5,000

Four Parent Weekends are held each season – two in the fall, and two during the winter. As sole Host for these family-oriented events, your company name will be attached to all four events through the season, and your logo will appear on our gymnasium video screen and on all related promotional materials and correspondence. Your business will be advertised, and you will have the opportunity to provide us with brochures and/or ads we will distribute to the families of our Wolves athletes.

Wolves Wall of Fame _____ $5,000

As Presenting Sponsor, your name will be attached to the Wolves Wall of Fame event, an initiative which honours outstanding contributors to Wolves Athletics. Your logo will be included in all related materials, and an announcement will run on internal College monitors and our gymnasium video screen. With your input, a stand-up banner will be created to showcase your support and will be displayed prominently within the venue during the event. A brief company biography will be presented by the MC, and you will have the opportunity to pose with our Wall of Fame inductees for photos which will be featured on our website, and in GPRC e-newsletters *The Insider* and *Inside Out*. Additionally, you will receive four tickets to the event.

General Sponsorships

Gymnasium Sponsor $1,500 - $3,000

Put your logo on the most-watched object in our gymnasium: the score clock. Your logo will be visible during all tournaments, college classes, special events, sport camps, and athletic events throughout the school year ($3,000).

Have your company logo and message displayed on our video screen for all gymnasium and weight room users to see. The screen operates 24 hours a day, every day, throughout the school year ($2,500).

Have your company or family name featured above a section of 50 bleacher chairs throughout the school year ($1,500).

Your company will have a large presence at every Wolves event with court-side signage. Your logo will be visible on a 5' by 2.5' sign displayed for 44 games plus play-offs ($1,500).

Game Sponsor $2,500

Together, we create and deliver an in-game promotion unique to your company which allows you to directly engage your target audience. Choose from basketball, volleyball, or any home game.

Athlete of the Week Sponsor $1,000

Gain valuable exposure by sponsoring the top Wolves of the week; one male and one female athlete are recognized each week. Repeated in-game public announcements and video screen acknowledgement ensures your company's message is tied to some of our region's top athletes.

CHARITABLE GIVING OPPORTUNITIES

Through the WolfPac Booster Club and the GPRC Alumni Foundation, Wolves Athletics offers charitable giving options with full charitable tax-receipting capabilities.

Wolves Scholarship Endowment Fund
Our vibrant booster club supports an endowment to provide funds for athletic scholarships. Our endowment currently sits at over $600,000, and our goal is to increase this amount to $1,000,000. Choose to donate to all teams via the WolfPac Booster Club Scholarship Program, or contribute to the team of your choice.

Athlete Enhancement Program
Your donation supports specialized sport-specific physical training, health and wellness, and sport psychology enhancement for our athletes.

Coach Enhancement Program
Contributions enable coach development and education, as well as a coach mentorship program.

Support a Team
Donations to the team of your choice are used towards team travel, team purchases, and scholarships for student-athletes.

Adopt-a-Wolf Program
Your support provides benefits to your 'adopted' athlete's team to assist with the purchase of uniforms, non-conference travel, exhibition play equipment, and scholarships.

GPRC is pleased to recognize charitable gifts with the following opportunities:

Recognition at special event at major level ($25,000)
Personal follow-up from the GPRC President ($25,000)
Photo opportunity ($10,000)
Recognition at a donor event ($5,000)
Discounted fitness centre rate and access to the GPRC library ($5,000)
Wolves game passes ($5,000)
Your name on the donor wall ($5,000)
Invitations to events ($1,000)
Your name in the annual donor list

For more information, contact Heidi Arbeau-Wood at 780.539.2835 or *harbeauwood@gprc.ab.ca*