

# RED DEER LIONS SPEED SKATING

Box 25178, Deer Park Post Office, Red Deer, AB T4R 2M2

[www.reddeerspeedskating.com](http://www.reddeerspeedskating.com)

**Red Deer is hosting Speed Skating Westerns, and we want you to be a part of it!** The 2025 Long Track Western Canadian Outdoor Classic (WCOC) will be held at Setter's Place in Great Chief Park from January 16 to 18 at Setters Place. This premier speed skating meet will welcome youth athletes, coaches, officials, and families from across Western Canada, and we invite your organization to join us as a community partner and valued sponsor.

## **Why Become a Sponsor?**

Speed skating stands out as one of Canada's most successful and beloved winter Olympic sports, fostering resilience, camaraderie, and excellence among youth. Red Deer Lions Speed Skating club boasts a proud history of developing young athletes, supporting accessible winter sport, and building healthy community spirit for the past 73 years.

**Hosting Westerns is a true community event**—powered by dedicated volunteers, coaches and community members, and attended by hundreds youth skaters and their families. Your sponsorship will ensure the best experience possible for our athletes and guests, and your company will be showcased as an advocate for youth development, active living, and winter sport tradition in Central Alberta.



## **2025 WCOC Sponsorship Packages**

We offer a range of packages designed to maximize your exposure and align your support with your organization's interests. All sponsors receive recognition in our race program and on the event website, as well as heartfelt thanks from our athletes, families, and community partners.

### **Event Sponsor – \$3,000 (1 available)**

- Prominent logo placement on event signage, advertising, promotional materials, and media presentations

- Logo banner on a crash mat lining the Oval (production included)
- Logo banner on crash mat lining indoor short track rink for entire season
- Recognition from the podium and participation in the awards ceremonies
- Regular and continuous recognition over PA system during the event

#### **Presenting Sponsor – \$2,000 (max 7 sponsors)**

- Logo on event signage, advertising, promotional materials, and media presentations
- Logo on a crash mat (production included)

#### **Major Partner – \$1,000 (max 10 sponsors)**

- Logo (7'x3') on a crash mat (banner provided by sponsor)
- Logo on event signage, advertising, and all promotional materials

#### **Champion – \$500**

- Acknowledgement in the race program and event website, as well as onsite material

#### **Nutrition Sponsor – \$1,000 per day (max 1 sponsor per day)**

- Custom signboard and recognition as the exclusive Nutrition Sponsor adjacent to meal and snack stations for athletes, volunteers, and officials
- Logo on event signage, advertising, and media presentations
- Acknowledgement in the race program and event website

#### **Let's Work Together!**

By becoming a sponsor, your organization will make a memorable impact on the lives of young athletes, help showcase Red Deer as a leader in winter sport, and gain dynamic brand exposure among hundreds of engaged participants and families.

For more information or to secure your sponsorship, please contact:

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