

SKIJORING FOR MS®

Riding to THE CURE



Dear City of Cold Lake,

Team MS AIN'T PURDY is extremely excited to be bringing SKIJORING back to Cold Lake and we are hoping to partner with you again. Last year's event was an unbelievable success with 40 teams competing in a timed circuit event and the fan favorite BIG AIR. Not only was it a fun way to spend a beautiful winter afternoon we also raised over \$20,000 for the Multiple Sclerosis Society of Canada!

Last year's SKIJORING for MS event was testament of how great our community is. From all the corporate sponsors, amazing volunteers, awesome fans, to all the ridiculously crazy contestants... Was so much fun to be part of last year and we're very excited for Cold Lake's 2nd Annual SKIJORING for MS which will be held on Saturday, March 11th at Exhibition Park on the Cold Lake Rodeo Grounds.

All the funds raised through this event will be allocated to the MS Society of Canada, Lakeland Region. My family and I have been involved with the MS Society for the past 16 years after I was diagnosed with MS and we have personally seen many situations where the MS Society has made positive impacts on the lives of those living locally with MS right here in the Lakeland.

Team MS AIN'T PURDY is confident that we will throw another successful skijoring event in Cold Lake because of the community support this area always provides. There is a strong buzz throughout the community already about this event and we hope that you are willing to partner with us and the MS Society of Canada.

Here are just some of the many sponsorship opportunities for Cold Lake's 2nd Annual SKIJORING for MS event:

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| - Cash / Cheque Donation to the MS Society of Canada | - Sponsor a JUMP (<i>lots of photos with YOUR logo!</i>) |
| - Title Sponsor of SKIJORING for MS | - Sponsor the Finish Line |
| - Sponsor cash prizes for SKIJORING for MS Champions | - Sponsor a SKIJORING for MS Team |
| - Sponsor gift prizes for SKIJORING for MS Competitors | - Onsite Vendor / Sponsor (<i>tent, merchandise, etc.</i>) |
| - Sponsor Concession | - Other... We'll build a package to suit your vision |

Thank you for your consideration and we look forward to hearing from you.

TOGETHER WE WILL END MS!

Sincerely,

James Purdy

James Purdy
 MS AIN'T PURDY
 cell: 780-207-7389



Sponsorship Category	\$\$ Amount	Gift in Kind	Company
Title Sponsor	\$3,000		
Silver Sponsors	\$2,500		
Bronze Sponsors	\$2,000		
Equipment Sponsor	\$2,500		
Video Screen Sponsor	\$2,000		
Course Sponsor	\$2,000		
Big Air Jump Sponsor	\$1,500		
Jump 1 Sponsor	\$750		
Rollers Sponsor	\$500		
Slalom Sponsor	\$500		
Rings Sponsor	\$500		
Starting Line Sponsor	\$1,000		
Finish Line Sponsor	\$1,000		
Adult Champions Cash Sponsor	\$1,500		
Youth Champions Cash Sponsor	\$250		
Big Air Champions Cash Sponsor	\$400		
Costume Champion Cash Sponso	\$250		
Announcer Sponsor	\$1,000		
Concession Sponsor	\$1,000		
Beer Garden Sponsor	\$1,000		
Raffle Items	\$500		
Youth Volunteer Sponsor	\$1,000		
Teamster Sponsor (Sleigh Rides)	\$500		
Coffee & Snacks for Volunteers	\$200		
Gift Bag Sponsor (Adult)	\$50		
Gift Bag Sponsor (Youth)	\$50		
Gift Bag Sponsor (volunteers)	\$100		