

2010 CANADIAN GYMNASTICS CHAMPIONSHIPS

WHY GET INVOLVED AS A SPONSOR?

Sport Tourism is an important industry which benefits our entire community:

- Sport Tourism raises the economic level of the entire community by bringing outside dollars into the local economy. Sport championship participants and spectators have only one choice of destination.
- Sport events introduce our community to the rest of Canada and the world, showing Kamloops at its best in an extraordinary display of amazing facilities, committed and caring volunteer citizens, and a supportive business community – all in a beautiful natural setting, surrounded by other fabulous tourism opportunities.

The 2010 Canadian Gymnastics Championships will bring national attention, prestige and many visitors to Kamloops, injecting hundreds of thousands of sport tourism dollars into the local economy:

- As visitors come from all across Canada and stay here for 7 days, many businesses will experience immediate economic benefits: restaurants, hotels, airlines, taxi and shuttle services, car rental companies, gas stations, entertainment and sightseeing businesses, souvenir shops, etc.
- As these Kamloops businesses and their employees spend this money in the community, other businesses will experience the secondary economic benefits.

By supporting this event, sponsors make a large contribution to the local economy while collectively bearing a small proportion of the event costs:

- Local non-profit organizations host the event, keeping expenses as low as possible by having 300 volunteers organize it and staff it.
- Gymnastics Canada and Gymnastics BC will bear 90% of the overall budget of \$650,000.
- To make this event great, we must raise 10% of the overall budget, or \$65,000, through sponsorships.

Sponsors are supporting their own business in several ways:

- With excellent advertising and promotional benefits, sponsors are promoting their own business while investing in an industry which increases the economic base that supports their business, and it's tax-deductible as a marketing expense.

Sponsors are supporting Canada's top athletes:

- Hosted by a different province each year, the Canadian Gymnastics Championships are Canada's premiere national gymnastics event. Canada's best athletes will be competing for the title of Canadian Champion.
- Canada's champions go on to compete in world and Olympic competitions. At the 2008 Beijing Olympics, Canadians won silver medals in both men's and women's trampoline!
- This is your chance to help Canada's gymnasts as they prepare for the 2010 Commonwealth Games, 2010 World Championships, and ultimately the 2012 Olympic Games in London.