



SSASO Sponsorship Opportunity Winter 2023-2024

Dear Potential Sponsor,

THE SLED DOG SPORTS ASSOCIATION OF SOUTHWESTERN ONTARIO is proud to offer a unique sponsorship opportunity for an exciting winter dog sledding season that:

- boosts tourism and showcases local outdoor activities
- supports local trail maintenance, expansion, and restoration
- promotes human and canine fitness,
- fosters the human and canine bond; and,
- provides education about dog care and sled dog sports to the community.

As the largest sled dog club in Ontario, we have been working diligently over the past few years to regenerate the sled dog racing scene in Ontario. We host time trial events from September until May which provide the opportunity for club members to train, compete for club points and perhaps most importantly to introduce new athletes to the sport in a safe and friendly learning environment.

We have also successfully hosted the internationally sanctioned Inverhuron Dryland Derby for the past 2 seasons. This race drew a large number of competitors from Canada and the USA to compete recreationally or competitively in dryland mushing classes (harnessed dogs competing with their human teammate and attached to either a running waist belt, bike, scooter, or 4-wheeled rig).

From the success of our dryland race, we have also planned two winter races to be held in Ontario in the 2024 winter season. These winter races will provide the opportunity for a large number of mushers to compete in the way most people think of mushing, on dog sleds or skis. Despite the long history and culture of mushing in Ontario, very few places can offer winter races due to trail safety requirements and fewer geographic areas receiving sufficient cold and snow through the winter. We have worked over the past two years with local communities in both South River (Almaguin Highlands Secondary School) and Hastings County (Stoco Lake Lodge) to develop trail systems to be used for a winter mushing race and the local communities.

Our inaugural South River Sled Dog Race, to be held in January, will attract both recreational participants as well as experienced competitive racers from Canada and the USA. This ensures we will not only have a fun race but also the opportunity support and watch some of the top dog sled teams and athletes in the country. The local high school and community have been working along with our club to develop trails that can host a safe mushing race but also ones that can be used to by the community and high school ski team.

We will also be hosting for the second time a race at Stoco Lake Lodge in February. This race has been renamed in honour of in remembrance of local musher Don McEwen, who was instrumental in ensuring sled dog sports were an important piece of Hastings County Heritage. Despite battling warmer conditions, the inaugural race at Stoco Lake last year drew in top teams from Ontario, Quebec and New York. The importance of this tradition to the local community is tangible in the support and dedication put towards continued trail development.

Not only for competitors, these races also provide educational, cultural, and historic information about mushing to the public. Spectators are encouraged to meet the mushers and their dogs, ask questions, and learn about the lifestyle and training of mushers and their dogs. Our events are covered by local radio and newspapers, and social media. It also serves as an excellent opportunity to promote the wonderful business and amenities that make small communities in Ontario such a beautiful place to live and visit.

Winter Races typically include race classes as follows:

Race type	Number of dogs
Skijoring	1 or 2
Pulk	1
Sled Classes	2, 4 or 6
JR Sled	1 or 2
Kid and Mutt Race	1

Financial support from your organisation would go directly towards our race event costs including professional race judge and timekeeping, veterinary and safety personnel licensing, insurance, advertising, race sanctioning, rentals and hardware. Costs are anticipated to be approximately \$9,000 per year per race.

Sponsorship levels are as listed below, each carrying unique benefits for you and your organization. Some packages can be altered to suit the individual sponsor's needs.

Sponsorship levels

Type	Donation	Availability
Start/Finish line sign (for 2 years)	\$600	4
Individual class sponsorship: Sled, Ski, Pulk Full class \$400 (1/2 class Open or RNB \$250)	250/\$400	7
Logo or advertisement on information board (large print)	\$200	5
Logo on directional signs to guide visitors to race	\$100	5
Individual donor, kennel or organization listed in race program	\$50-150	
Special Awards: Sportsmanship or Spirit of Competing	\$100	1
Junior Race	\$75	1
Logo/info with social media thank you	\$50	Unlimited
In memory of <u>your pet</u> , listed in program	\$50	Unlimited
In-kind item or service donation (for silent auction)	No lower or upper limit	Unlimited

All sponsors receive recognition on the race Facebook page. Sponsors of \$200+ also appear on our website.

Individual race class sponsors are also recognized during the awards ceremonies and can have business cards attached.

We are also willing to work with individuals, businesses, and other companies to create a tailored package to

best suit your desired level of representation at the event!

If you require further information, please contact us at <mailto:ssaso.info@yahoo.com>.

Sleddog Sports Association of Southern Ontario

Website: <https://ssasoinfo.wixsite.com/ssaso/>

Email: ssaso.info@yahoo.com