



# Kamloops 2010 World Masters Athletics

"World Masters Athletics" is a premier association organizing the World Championships for masters athletes 35 years of age and up in five year age groups in athletics (track and field) and non-stadia races. Founded in 1975 it is a registered non-profit organization with no paid officers, however, it operates in co-operation with the IAAF, which is the highest athletic World Federation.

The first stadium championship was held in Toronto, Ontario, Canada with the next ones following every odd-numbered year without interruption. The seventeen stadium championships to date have been held on four continents with an average athlete's participation of approximately 3000, representing up to over 90 countries and 9000 athletes registered for the last championships which were held in Italy in 2007.

The indoor championships have been introduced in 2004 which were all held in Europe, participation level increased from 2600 (56 countries) in 2004 to 3700 in 2008 (65 countries). Kamloops was successfully awarded this bid in March 2009 to be held March 1-6, 2010 and will be the first in North America. The duration of the indoor championships is six competition days.

Athletic disciplines included all common stadium events which include jumps (long, triple and pole vault), throws (shot put and weight throw), sprints (middle and distance) as well as winter outdoor throwing (javelin, hammer and discus) and non-stadia events such as half marathon, cross-country and a road race. Indoor and outdoor championships are held in alternate years in different countries with a broad international representation of athletes ranging from several hundred of the larger countries, to sometimes over 1000 participants from the host country, to just a small number of the smaller or poorer countries. The athletes' participation is 100% funded by them. There are no monetary rewards for the athletes, titles, medals and visitors stay for an extra period of time to join in tours in the host country that are offered by local organizers. Athletes and visitors take full advantage of visiting sites of interest in the surrounding areas of the host city and partake in cultural programs.

Every championship is a meet of high level athletic performance with new age group records being achieved at every championships. Ex-Olympians as well as the person next door have equal opportunity to compete together and have fun doing so as the event is about fun and being fit. Athletes become friends for life with many of their fellow competitors and visit them in their travels. For further information visit the World Masters website at [www.world-masters-athletics.org](http://www.world-masters-athletics.org) or at [www.kamloopsindoormasters2010.com](http://www.kamloopsindoormasters2010.com).

Bob Cowden, a volunteer leader in many sporting organizations in the Kamloops region, will co-chair the championships, along with event and meet manager Judy Armstrong.

Bob Cowden	Co-Chair
Judy Armstrong	Co-Chair
Tom Mangan	Sponsorship Facilitation Coordinator
Jon Jeshka	Marketing
Chris Whyte	Volunteer Coordinator
John & Carol Cull	Officials Coordinators
Ross Dickson	Newsletter/Communication
Brian Keaveney	WMA – VP Non Stadia
Rex Harvey	WMA – VP Stadia

*"Athletics is for Life, and Life Through Athletics"*

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# Kamloops 2011 Western Canada Summer Games

## Facts in Brief:

- August 5 - 14, 2011
- 18 sports divided into two 4 day "weeks" of competition
- Approximately 2300 athletes
- Opening Ceremonies will be August 5th in Hillside Stadium.
- Closing Ceremony will be August 14th.
- The governing body is the Western Canada Games Council.
- The Games are hosted by the City of Kamloops and the Province of British Columbia.
- Management of the Games is the responsibility of the Host Society.
- Provincial teams will represent B.C., Alberta, Saskatchewan, Manitoba, Yukon, Northwest Territories, and Nunuvut.
- The Western Canada Games is modelled on the Canada Games in its structure, events, and place in the sport system.

## Western Canada Games Council

The Western Canada Games Council is the overall governing body for the 2011 Western Canada Games. Composed of representatives from Fitness and Amateur Sport, the Interprovincial Sports Council, and the National/provincial Sport Governing Bodies, this group develops overall policies for each of the 18 sports of the 2011 Western Canada Summer Games. The Council establishes eligibility rules for competitors and officials, standards of the facilities to be used, the list of sports for each Games, site evaluations, and the rules under which the technical sport packages are developed.

## The 2011 Western Canada Games Society

The Host Society has the mandate to plan, finance, prepare and stage the 2011 Western Canada Games. Mr. Henry Pejril is the president of the Host Society.

## The Board of Directors

The Board of Directors is composed of volunteer Directors, each administering a particular Games Directorate on a daily basis, and as a group, developing the policies and guidelines for managing the Games. Members of the Board of Directors includes:

Henry Pejril	President
Susan Morris	Director Ceremonies
Gerard Hayes	Director Accommodation Food Service
Bruce MacKinnon	Director Facilities
Doug Stewart	Director Finance-Administration
Brian Ross	Director Fundraising
Doug Smith	Director Games Infrastructure
Ralph Saunders	Director IT Services
Marg Kosolofski	Director Medical
Maureen McCurdy	Director Operations
Diana Skoglund	Director Marketing
Larry Read	Director Media & Communications
Alison Stewart	Director Protocol
Reid Tait	Director Security
Charlie Bruce	Director Sports
Dave Mell	Director Transportation
Penny Ouchi	Co-Director Volunteer
Seiko Ouchi	Co-Director Volunteer
Randy Diehl	City of Kamloops Liaison
Ken Olynyk	TRU Liaison
Jack Miller	Director
Sean Smith	Director Municipal Services
Carolyn Boomer	PacificSport Liaison

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# 2010 World Masters and 2011 Western Canada Summer Games

**Media Diamond Sponsors** will have the opportunity to receive corporate recognition for support of the 2010 World Masters and 2011 Western Canada Summer Games in the following manner. The package includes:

## Rights

The right to use the Host Logos in all company promotions as approved by the game committees

Media Diamond sponsors will be identified with their choice of corporate ID on all posters, brochures, etc. associated with the events

Media Diamond sponsors will receive product/service non-exclusivity as part of the agreement, limited to community

Logo recognition on either men's or women's uniforms sleeve or on volunteers shirts

## On Site Signage

A line mention on the participating sponsor sign board that will be displayed in the lobby of the official hotels during the events

Your company name attached to the participating sponsor sign board that will be displayed at all official entrances to the event venue, lounges and Sponsors' receptions

4x8 board signage at certain event venues

## On Going Signage

Glass tile name or logo placed on recognition wall at the Tournament Capital Centre for five years

## Hospitality

- 20 event accreditations (access to VIP seating where available)
- 20 event accreditations to the Sponsors' lounge
- 20 event accreditations to the Sponsors' receptions
- 200 customized event pins
- 20 official event guides
- 6 VIP parking passes where available
- 6 jackets, logo'd, limited edition
- Opportunity to host up to 25 clients/guests for medal rounds in a private setting at minimal investment where available

## Communication

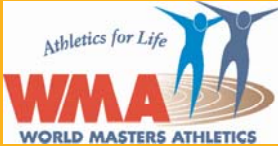
- Prominent exposure in public publications associated with the events
- Advertisement in the official event guide
- Honourable mention in the "thank you" advertisement in the newspaper after the event
- Website recognition including logo on the event home page and logo with link to the Sponsors' page

**Total Value of the Media Diamond Sponsorship Package**  
**\$100,000** cash / or in-kind



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# 2010 World Masters and 2011 Western Canada Summer Games

**Diamond Sponsors** will have the opportunity to receive corporate recognition for support of the 2010 World Masters and 2011 Western Canada Summer Games in the following manner. The package includes:

## Rights

The right to use the Host Logos in all company promotions as approved by the game committees  
Diamond sponsors will be identified with their choice of corporate ID on all posters, brochures, etc. associated with the events

Diamond sponsors will receive product/service exclusivity as part of the agreement, limited to community

Logo recognition on either men's or women's uniforms sleeve or on volunteers shirts

## On Site Signage

A line mention on the participating sponsor sign board that will be displayed in the lobby of the official hotels during the events

Your company name attached to the participating sponsor sign board that will be displayed at all official entrances to the event venue, lounges and Sponsors' receptions

4x8 board signage at certain event venues

## On Going Signage

Glass tile name or logo placed on recognition wall at the Tournament Capital Centre for five years

## Hospitality

- 20 event accreditations (access to VIP seating where available)
- 20 event accreditations to the Sponsors' lounge
- 20 event accreditations to the Sponsors' receptions
- 200 customized event pins
- 20 official event guides
- 6 VIP parking passes where available
- 6 jackets, logo'd, limited edition
- Opportunity to host up to 25 clients/guests for medal rounds in a private setting at minimal investment where available

## Communication

- Prominent exposure in public publications associated with the events
- Advertisement in the official event guide
- Honourable mention in the "thank you" advertisement in the newspaper after the event
- Website recognition including logo on the event home page and logo with link to the Sponsors' page

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**Total Value of the Diamond Sponsorship Package**  
**\$100,000** cash / or in-kind





# 2010 World Masters and 2011 Western Canada Summer Games

**Platinum Sponsors** will have the opportunity to receive corporate recognition for support of the 2010 World Masters and 2011 Western Canada Summer Games in the following manner. The package includes:

## Rights

The right to use the Host Logos in all company promotions as approved by the game committees

Platinum sponsors will be identified with their choice of corporate ID on all posters, brochures, etc. associated with the events

Platinum sponsors will receive product/service exclusivity as part of the agreement, limited to community

## On Site Signage

A line mention on the participating sponsor sign board that will be displayed in the lobby of the official hotels during the events

Your company name attached to the participating sponsor sign board that will be displayed at all official entrances to the event venue, lounges and Sponsors' receptions

## On Going Signage

Glass tile name or logo placed on recognition wall at the Tournament Capital Centre for five years

## Hospitality

- 20 event accreditations (access to VIP seating where available)
- 20 event accreditations to the Sponsors' lounge
- 20 event accreditations to the Sponsors' receptions
- 175 customized event pins
- 20 official event guides
- 6 VIP parking passes where available
- 6 jackets, logo'd, limited edition
- Opportunity to host up to 25 clients/guests for medal rounds in a private setting at minimal investment where available

## Communication

- Advertisement in the official event guide
- Honourable mention in the "thank you" advertisement in the newspaper after the event
- Website recognition including logo on the event home page and logo with link to the Sponsors' page

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**Total Value of the Platinum Sponsorship Package**  
**\$50,000** cash / or in-kind





# 2010 World Masters and 2011 Western Canada Summer Games

**Gold Sponsors** will have the opportunity to receive corporate recognition for support of the 2010 World Masters and 2011 Western Canada Summer Games in the following manner. The package includes:

## Rights

The right to use the Host Logos in all company promotions as approved by the game committees

Gold sponsors will be identified with their choice of corporate ID on all posters, brochures, etc. associated with the events

Gold sponsors will receive product/service exclusivity as part of the agreement, limited to community

## On Site Signage

A line mention on the participating sponsor sign board that will be displayed in the lobby of the official hotels during the events

Your company name attached to the participating sponsor sign board that will be displayed at all official entrances to the event venue, lounges and Sponsors' receptions

## On Going Signage

Glass tile name or logo placed on recognition wall at the Tournament Capital Centre for five years

## Hospitality

- 20 event accreditations (access to VIP seating where available)
- 20 event accreditations to the Sponsors' lounge
- 20 event accreditations to the Sponsors' receptions
- 125 customized event pins
- 20 official event guides
- 4 VIP parking passes where available
- 4 jackets, logo'd, limited edition
- Opportunity to host up to 25 clients/guests for medal rounds in a private setting at minimal investment where available

## Communication

- Advertisement in the official event guide
- Honourable mention in the "thank you" advertisement in the newspaper after the event
- Website recognition including logo on the event home page and logo with link to the Sponsors' page

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**Total Value of the Gold Sponsorship Package**  
**\$25,000** cash / or in-kind





# 2010 World Masters and 2011 Western Canada Summer Games

**Silver Sponsors** will have the opportunity to receive corporate recognition for support of the 2010 World Masters and 2011 Western Canada Summer Games in the following manner. The package includes:

## Rights

The right to use the Host Logos in all company promotions as approved by the game committees  
Silver sponsors will be identified with official company name on all posters, brochures, etc. associated with the events

## On Site Signage

A line mention on the participating sponsor sign board that will be displayed in the lobby of the official hotels during the events

Your company name attached to the participating sponsor sign board that will be displayed at all official entrances to the event venue, lounges and Sponsors' receptions

## On Going Signage

Glass tile name or logo placed on recognition wall at the Tournament Capital Centre for five years

## Hospitality

- 12 event accreditations (access to VIP seating where available)
- 12 event accreditations to the Sponsors' lounge
- 12 event accreditations to the Sponsors' receptions
- 100 customized event pins
- 12 official event guides
- 2 VIP parking passes where available
- 2 Jackets, logo'd, limited edition

## Communication

- Advertisement in the official event guide
- Honourable mention in the "thank you" advertisement in the newspaper after the event
- Website recognition including logo on the event home page and logo with link to the Sponsors' page

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**Total Value of the Silver Sponsors Sponsorship Package**  
**\$15,000** cash / or in-kind





# 2010 World Masters and 2011 Western Canada Summer Games

**Bronze Sponsors** will have the opportunity to receive corporate recognition for support of the 2010 World Masters and 2011 Western Canada Summer Games in the following manner. The package includes:

## **Rights**

The right to use the Host Logos in all company promotions as approved by the game committees

## **On Site Signage**

A line mention on the participating sponsor sign board that will be displayed in the lobby of the official hotels during the events

Your company name attached to the participating sponsor sign board that will be displayed at all official entrances to the event venue, lounges and Sponsors' receptions

## **On Going Signage**

Glass tile name or logo placed on recognition wall at the Tournament Capital Centre for five years

## **Hospitality**

- 8 event accreditations (access to VIP seating where available)
- 8 event accreditations to the Sponsors' lounge
- 8 event accreditations to the Sponsors' receptions
- 50 customized event pins
- 8 official event guides
- 2 jackets, logo'd, limited edition

## **Communication**

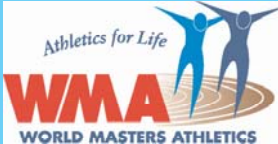
- Advertisement in the official event guide
- Honourable mention in the "thank you" advertisement in the newspaper after the event
- Website recognition including logo on the event home page and logo with link to the Sponsors' page

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**Total Value of the Bronze Sponsors Sponsorship Package**  
**\$7,500** cash / or in-kind





# 2010 World Masters and 2011 Western Canada Summer Games

**Sports Presenters** will have the opportunity to receive corporate recognition for support of the 2010 World Masters and 2011 Western Canada Summer Games in the following manner. The package includes:

## Rights

The right to use the Host Logos in all company promotions

## On Site Signage

A line mention on the participating sponsor sign board that will be displayed in the lobby of the official hotels during the events

Your company name attached to the participating sponsor sign board that will be displayed at all official entrances to the event venue, lounges and Sponsors' receptions

Signage identifying company sponsorship for your specific chosen event (eg. long jump brought to you by XYZ Company) and all printed publications for that specific event will indicate the company as the presenting sponsor

## On Going Signage

Glass tile name or logo placed on recognition wall at the Tournament Capital Centre for five years

## Hospitality

- 8 event accreditations (access to VIP seating where available)
- 8 event accreditations to the Sponsors' lounge
- 8 event accreditations to the Sponsors' receptions
- 100 customized event pins
- 8 official event guides
- 2 jackets, logo'd, limited edition

## Communication

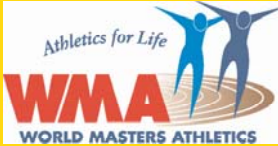
- Advertisement in the official event guide
- Honourable mention in the "thank you" advertisement in the newspaper after the event
- Website recognition including logo on the event home page and logo with link to the Sponsors' page

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**Total Value of the Sports Presenters Sponsorship Package**  
**\$10,000** cash / or in-kind





# 2010 World Masters and 2011 Western Canada Summer Games

**Sport Patrons** will have the opportunity to receive recognition for support of the 2010 World Masters and 2011 Western Canada Summer Games for a reasonable contribution. The package includes:

## **Rights**

The right to use the Host Logos in all company promotions as approved by the game committees

## **On Site Signage**

A line mention on the participating sponsor sign board that will be displayed in the lobby of the official hotels during the events

Your company name attached to the participating sponsor sign board that will be displayed at all official entrances to the event venue, lounges and Sponsors' receptions

## **On Going Signage**

Glass tile name placed on recognition wall at the Tournament Capital Centre for three years

## **Hospitality**

- 4 event accreditations
- 4 event accreditations to the Sponsors' lounge
- 4 event accreditations to the Sponsors' receptions
- 4 official event guides

## **Communication**

Honourable mention in the "thank you" advertisement in the newspaper after the event

PRESENTING SPONSOR



**Total Value of the Sport Patron Sponsorship Package**  
**\$3,000 to \$5,000**

