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County of St. Paul
5015 – 49 Avenue
St. Paul, AB.
T0A 3A4
Attention: County of St. Paul Council

Re: Sails, Rails & Tails 2016 Mega Geocache Event

February 28, 2016

Dear Council,

On July 9th, 2016, close to 1,000 geocachers from across Canada, the US, and other countries will convene in the City of Cold Lake and the Lakeland region for Sails, Rails & Tails - Mega Event (WestCan6).

Cold Lake visitors will be treated to a geocaching event like no other, with amazing opportunities to explore the City of Cold Lake, Alberta's Iron Horse Trail and surrounding Lakeland communities. It's going to be a great time - and the region will become many geocachers' summer vacation destination.

There will be several events taking place throughout the area in the days leading up to and immediately following Sails, Rails & Tails 2016. Some of these events locations include Elk Point Peter Fidler statue, Fort George Buckingham House, St. Paul UFO Landing Pad, Glendon Pyrogy, Bonnyville Museum, Muriel Creek Cattle Co., Cold Lake Fish Hatchery and the new Cold Lake Fire/Ambulance department with mascot Sparky.

Through a partnership with Alberta's Iron Horse Trail and the Lakeland Geocache Society, this event is designed to promote tourism and sustainability within the City of Cold Lake and surrounding areas, highlight the beautiful scenery and the events and attractions we have to offer. During Sails, Rails & Tails 2016, geocachers will be given a wonderful opportunity to celebrate and heighten their enjoyment of the game while discovering the Lakeland as an iconic tourist destination.

What is Geocaching? Imagine a treasure hunt that uses satellite and GPS technology, which has developed into a sport enjoyed by adults, families and kids all over the world. If you have a sense of adventure, love visiting new places, and enjoy the outdoors, all you need is a computer, GPS or Smart Phone, and you can be a geocacher!

We would like to ask the County of St. Paul to consider a \$2,500.00 sponsorship for this event. Below are the different sponsorship opportunities and what is included at each level.



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Sponsorship Opportunities

Sails, Rails & Tails Supporter - \$250

- Opportunity to place a brochure, coupon, gift certificate, or promotional swag in each registration bag
- Text name on event website
- Name in souvenir program
- Name on signage at event

Sails, Rails & Tails Partner - \$500

- Opportunity to place a brochure, coupon, gift certificate, or promotional swag in each registration bag
- Text name on event website and Facebook page
- Name in souvenir program
- Name on signage at event

Bronze - \$750

- Opportunity to place a brochure, coupon, gift certificate, or promotional swag in each registration bag
- Small graphical logo (with link) on event website, Facebook page and highlighted in event Newsletter and Blog
- Small graphical logo in souvenir program
- Logo on signage at event
- One colour logo on outside of registration bag (2" square)
- Acknowledgment by MC at event dinner

Silver - \$1250

- Opportunity to place a brochure, coupon, gift certificate, or promotional swag in each registration bag
- Small graphical logo (with link) on event website, Facebook page and highlighted in event Newsletter and Blog
- Small graphical logo in souvenir program
- Logo on signage at event
- One colour logo on outside of registration bag (2" square)
- Acknowledgment by MC at event dinner



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- Two Dinner tickets
- One 10x10 booth in the Sails, Rails & Tails vendor area (if desired) includes one 8 foot table and two chairs

Gold - \$2500

- Opportunity to place a brochure, coupon, gift certificate, or promotional swag in each registration bag
- Large graphical logo (with link) on event website, Facebook page and highlighted in event Newsletter and Blog
- Logo with ¼ page ad in souvenir program
- Logo on signage at event
- One colour logo on outside of registration bag (6" square)
- Acknowledgment by MC at event dinner
- Four Dinner tickets
- One 10x20 booth in the Sails, Rails & Tails vendor area (if desired) includes; two 8 foot table and four chairs

Platinum - \$5,000

- Opportunity to place a brochure, coupon, gift certificate, or promotional swag in each registration bag
- Large graphical logo (with link) on event website, Facebook page and highlighted in event Newsletter and Blog
- Logo with 1/2 page ad in souvenir program
- Logo on signage at event
- One colour logo on outside of registration bag (6" square)
- Acknowledgment by MC at event dinner
- Eight Dinner tickets
- One 10x20 booth in the Sails, Rails & Tails vendor area (if desired) includes; two 8 foot table and four chairs

Branding Opportunity

The Branding Opportunity allows your company extra promotion by being an exclusive sponsor. Each branding opportunity will receive the same as the corresponding money sponsorship along with more social media recognition and more signage and recognition during the event.

- 1) Refreshments - \$500.00 (one only)
- 2) Entertainment - \$750.00 (several options available)
- 3) Kid's Zone - \$1,250.00 (one only)
- 4) Fish for Fish Fry - \$2,500.00 (one only)
- 5) Fish Fry - \$5,000.00 (one only)



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Attached is our Sponsorship Agreement. We thank you in advance for your consideration and if you have any questions or require any further information, please don't hesitate to contact us at (780) 573-1926 or email info@sailsrailstails.com

Sincerely,

Marianne Price

Marianne Price
Secretary,
Sails, Rails & Tails 2016



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Sponsorship Agreement

Business Name			
Contact Name(s)			
Mailing Address			
	City:	Prov:	Postal Code:
Phone	Bus:	Cell:	
Fax			
Email			
Website			

Level	Value	Select	Do you require a booth	Y/N
SRT Supporter	\$250		N/A	
SRT Partner	\$500		N/A	
Bronze	\$750		N/A	
Silver	\$1,250		1 x 10x10 Booth, 1 table, 2 chairs	
Gold	\$2,500		1 x 10x20 Booth, 2 tables, 4 chairs	
Platinum	\$5,000		1 x 10x20 Booth, 2 tables, 4 chairs	
Refreshment	\$500		N/A	
Entertainment	\$750		N/A	
Kid's Zone	\$1,250		1 x 10x10 Booth, 1 table, 2 chairs	
Fish for Fish Fry	\$2,500		1 x 10x20 Booth, 2 tables, 4 chairs	
Fish Fry	\$5,000		1 x 10x20 Booth, 2 tables, 4 chairs	



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Sponsorship Agreement cont.

Signed _____ Date _____

Accepted By _____ Date _____

Complete this form and mail it with a cheque to:
Lakeland Geocache Society
605-16 Street Cold Lake, Alberta T9M 1C1

Sponsorship values are based on cash donations, in-kind products or services, or a combination which can be negotiated.

We ask that all sponsors and vendors donate an item for the prize table. Please bring your donation to the registration table when you arrive to set up.