



***2025 WORLD JET BOAT CHAMPIONSHIP
SPONSORSHIP OPPORTUNITIES***





TO WHOM IT MAY CONCERN,

Jet Boat Racing Canada seeks your support through funding assistance and sponsorship for the 2025 World Jet Boat Championship. This prestigious event, held every four years, attracts race teams and spectators from all over the world. The last championship took place in the United States in 2023, New Zealand in 2022, and Mexico in 2021. Hosting such an international event demands a substantial budget, to safely run the event and to draw participants and spectators from around the globe.

Since its inception in 1975, jet boat racing in Canada has evolved beyond a mere sport. The World Jet Boat Championships promise a wide array of family-friendly activities. Following a rebranding last year, Jet Boat Racing Canada launched a new interactive website and strengthened its social media presence. Despite a limited budget that restricted us to an organic marketing campaign, our 2024 race season achieved a reach of 128,136 on social media and garnered 39,000 website events. For 2025, we are planning a paid multi-faceted digital marketing campaign to achieve even greater results. We collaborate with provincial governments, destination marketing organizations, local governments, and businesses to reach our targeted audience. Many Canadian jet boat racing videos go viral every year, frequently exceeding 5 million views, attesting to the strong interest and market for jet boat racing.

The Racing Jet Boat Federation (U.I.M.), comprising members from Canada, the United States, New Zealand, and Mexico, rotates the hosting of the World Jet Boat Championship among these countries annually. In 2025, the races will be held from June 20th to June 30th across various locations, including Hay River, NWT (20-22), Peace River, Alberta (24-25), Grande Prairie, Alberta (26-27), and Taylor, British Columbia (28-30). This marathon offers participants and fans a chance to explore our beautiful regions. Our website assists visitors with trip planning, showcasing local businesses, unique experiences, and more.

The attendance for all legs of the Canadian Circuit in 2024 was approximately 7,000 people, bringing a significant economic impact to each community. Race teams and spectators usually extend their stay before and after the Jet Boat Championship to explore the region, further benefiting local businesses and tourism.

The 2025 World Jet Boat Championship is a first-class event that requires meticulous planning and strong community support. The potential media exposure from this international event includes online advertising through an extensive multi-faceted digital marketing campaign, radio, and potentially television. It is crucial to have the full support and cooperation of local businesses to present a world-class marathon and leave participants with a lasting impression of Canada as an extraordinary destination for racing, tourism and potentially relocation. Past international participants have praised Canadian races for the quality of our rivers and scenery, the friendly atmosphere of our communities, and the wonderful local businesses that support Jet Boat Racing.

We invite you to seize this incredible opportunity to highlight your business during this thrilling international event. Your support will contribute to the success of the most outstanding Canadian-sponsored world championship to date. The attached sponsor package outlines various levels of sponsorship available for your business.

Thank you for considering this opportunity to support the 2025 World Jet Boat Championship.

Sincerely,

Jet Boat Racing Canada

RACE SPONSORSHIP OPPORTUNITIES

Overall Race Sponsor

\$35,000

- Race named after overall sponsor.
- Sponsor name/logo on all advertising as well as promotion items Includes full page program advertisement.
- Full screen logo on all JBRC social media video clips and reels.
- Sponsor decals to be supplied by sponsor for each Race boat Overall trophy sponsor.
- Full page ad with link to company site on JBRC site for 12 months January - December.
- All points from each CBF sanctioned race go to the boat. Should a race boat be sold during the race season, accumulated points go with the boat.

Class Sponsors - 4 Classes: U, A, CX, FX

\$10,000

- Race Classes named after sponsor.
- Sponsor name/logo on advertising & posting of classes & times Includes half page program advertisement.
- Class trophy sponsor.
- Logo on all JBRC social media video clips and reels.
- Full page ad with link to company site on JBRC site from January - July.

2025 WORLD RACE ADVERTISING SPONSORS

Daily Video Update Sponsor: (8 Available)

Name and logo featured in daily social media video put on Facebook Instagram, YouTube **\$3,000.00**

Timing Sponsor:

All timing personal will wear sponsor logoed jackets & be featured in social media when possible. **\$5,000.00**

Last Day Wrap Up Party Sponsor:

Last day and awards videos put on Facebook Instagram, Youtube. **\$4,500.00**

Web Advertisements:

These advertisements will be displayed on the World Jet Boat Championships landing page. **\$2,000.00**

Bill Board Sponsor

\$600.00

Friends of the Worlds:

Logo listed on the Friends of the Worlds page in the race program. **\$250.00**

Program Advertisements:

Inside Front & Inside Back each **\$5,000.00**

Full Page **\$3,000.00**

1/2 (Half) Page **\$1,500.00**

1/4 (Quarter) Page **\$750.00**

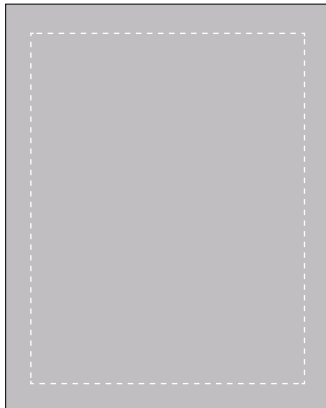
Business Card **\$400.00**

PROGRAM AD SPECIFICATIONS

Complete printed program will be in **colour**. All ads should be provided in a digital format.

Digital files must be supplied as:

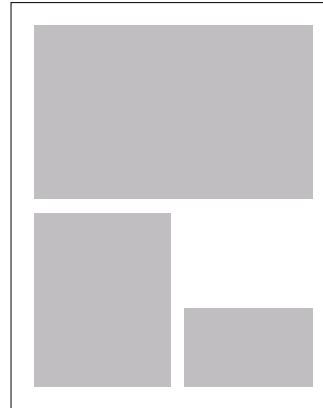
- EPS, TIF or PDF, 300dpi, fonts converted to outlines. Word docs will not be accepted.
- Ensure all colour images are CYMK, 300dpi at 100% of printed size.



Full Page with Bleed
Bleed Size: 8.75" x 11.25"
Trim Size: 8.5" x 11"

Full Page No Bleed
8" x 10.5"

** Above sizing applies to inside front and inside back cover*



1/2 Page
Size: 8" x 5"

1/4 Page
Size: 3.87" x 5.25"

Business Card
Size: 3.5"x2"

Please email ALL ads to jetboatracingcanada@gmail.com

SPONSOR FORM

Company Name:

Contact Name:

Address:

City:

Province:

Postal Code:

Phone:

Email:

- | | |
|---|---|
| <input type="checkbox"/> Overall Race Sponsor (\$35,000) | Program Advertisement |
| <input type="checkbox"/> Class Sponsor (\$10,000) | <input type="checkbox"/> Inside Front/Inside Back Cover (\$5,000) |
| <input type="checkbox"/> Timing Sponsor (\$5,000) | <input type="checkbox"/> Full Page (\$3,000) |
| <input type="checkbox"/> Last Day Wrap Up Party Sponsor (\$4,500) | <input type="checkbox"/> 1/2 Page (\$1,500) |
| <input type="checkbox"/> Daily Video Update Sponsor (\$3,000) | <input type="checkbox"/> 1/4 Page (\$750) |
| <input type="checkbox"/> Web Advertisements (\$2,000) | <input type="checkbox"/> Business Card (\$400) |
| <input type="checkbox"/> Bill Board Sponsor (\$600) | |
| <input type="checkbox"/> Friends of the Worlds (\$250) | |

All sponsors will need to provide their logo in a high resolution format.

Please email all sponsor logos to: jetboatracingcanada@gmail.com

Sponsorship payment can be made via e-transfer to jetboatracingcanada@gmail.com
or mailed to: 141 Poplar Ridge Road, Red Deer County, AB T4S 0K6



FOR FURTHER INFORMATION, PLEASE CONTACT ONE OF THE TOWN REPRESENTATIVES.

Grande Prairie Contact:

Sam Inman 780-832-1209

Peace River Contact:

Felix Bergeron 780-618-7537

Hay River Contact:

Trevor Beck 867-875-8205

Fort St. John Contacts:

Leanne Humphey 250-329-9919

Kathy Wolsey 250-787-2999