



# 2024 SPONSORSHIP PACKAGE

## ABSTRACT

Saskatchewan  
Motosport  
Association is  
looking for  
Sponsorship  
to fund and  
support the  
2024 race  
season

# Contents

<b>Saskatchewan Motosport Association</b>	2
<b>Audience &amp; Reach</b>	2
<b>Sponsorship Levels</b>	4
<b>Contact Information:</b>	5
<b>Race Schedule</b>	6

## **Saskatchewan Motosport Association**

The Saskatchewan Motorsport Association (SMA) is a non-profit organization with a mission to support and promote the sport of motocross in Saskatchewan. We organize the Saskatchewan provincial motocross series, consisting of 10 races all over the province that give points towards Motorsports Racing Canada (MRC) rankings and classes, as well as points towards qualifying for the Walton Amateur National Championship. Our association values family, friendship, fun, and safety, and we strive to foster these values in everything we do.

We offer multiple channels for sponsors to promote their brand, including our website, social media channels, on-site event exposure and customized sponsorship opportunities tailored to your needs.

Saskatchewan Motosport Association is currently seeking sponsors to fund and support our 2024 race season. We welcome any support in the form of funding, year-end banquet prizes, and other giveaway items or discount codes. Partnering with SMA is a valuable opportunity for sponsors to reach a passionate and dedicated audience while supporting a non-profit organization that values family, friendship, fun, and safety in the sport of motocross.

## **Audience & Reach**

SMA offers a unique opportunity for potential sponsors to reach a diverse audience in Saskatchewan. Our audience is made up of families with young children who are passionate about motorsport and adrenaline-fueled sports. We also attract motorsport enthusiasts from all over the western Canada, which means that potential sponsors will have the chance to reach a broad audience interested in outdoor activities and family-friendly events.

On a typical race day, we have 250 racers participating, as well as an extended network of family and friends. Potential sponsors will have the opportunity to reach a broad audience beyond just the racers themselves. We have a strong online presence through our website and

social media channels that provides sponsors an additional platform where we can digitally promote their products and services, engaging with an even wider community.

Partnering with SMA can provide sponsors with a unique opportunity to reach a highly targeted audience of passionate motorsport enthusiasts, enhance their brand image and reputation, and build relationships within a strong and supportive community. Our community includes those interested in outdoor activities, family-friendly events, and adrenaline-fueled sports, making it an attractive option for potential sponsors from a range of industries.

**Social media:**

Instagram :<https://www.instagram.com/saskmotocross/> (1k followers)

Facebook: <https://www.facebook.com/saskmotocross> (1.9K followers)

**Website:**

<https://www.saskmotocross.com/>

SASKATCHEWAN  
MOTOSPORT  
ASSOCIATION



## SPONSORSHIP OPPORTUNITIES

Do you want to gain positive exposure for your company while supporting grassroots motorsports in Saskatchewan? The SMA is looking for 2024 series sponsors.

### PLATINUM

Series Sponsorship (\$2000 or more)  
Series naming rights.

Prominent logo placement on all marketing materials including SMA website, social media posts, on-site event advertising.  
Customized sponsorship available to suit your needs.

### GOLD

Race Sponsorship (\$1000-\$1500)  
Race naming rights for multiple races.

Second tier logo placement on all marketing materials including SMA website, social media posts, on-site event advertising.  
Customized sponsorship available to suit your needs.

### SILVER

General Sponsorship (\$500-\$1000)  
Third tier logo placement on all marketing materials including SMA website, social media posts, on site event advertising.

### BRONZE

Base Level Sponsorship (\$250-\$500)  
Logo placement on all marketing materials including SMA website, social media posts, on site event advertising.

CUSTOM PACKAGES ALSO AVAILABLE  
CONTACT [SASKSMA@GMAIL.COM](mailto:SASKSMA@GMAIL.COM)

## **Prizes, Promotions and Discounts**

We are also looking for year-end banquet prizes. Our year-end banquet is a chance to celebrate the season with our members, and we want to make it a special event with great prizes and giveaways.

We're also always on the lookout for ways to offer additional value to our members, whether it's through discounts on motorsport products or exclusive access to partner promotions.

If you're interested in partnering with SMA as a sponsor, we encourage you to think beyond just monetary contributions. We're open to creative ideas and custom opportunities that can help us provide even more value to our members and build a strong, supportive community. So, if you have a product or service that you think would be a great fit for our members, please don't hesitate to get in touch - we'd love to hear from you!

\*\*\*If the sponsor is wanting a Custom Opportunity; branded hospitality area, dedicated promotional space, branded promotional space, product giveaway, etc. the sponsor must supply all materials and employees for the wanted options. SMA would not be responsible for designing or setting them up, the SMA will supply the areas for them at races and promote them on our social media and through standard on-site promotions during race day.

### **Contact Information:**

Promotions and Sponsorships, Doyle McMorris Phone# (306) 681-8586 email:

[dmdmcmorris@gmail.com](mailto:dmdmcmorris@gmail.com) or [sasksma@gmail.com](mailto:sasksma@gmail.com). I look forward to a further conversation where I would be happy to review and customize this package with you and to answer any questions you may have.

## Race Schedule



**2024  
RACE  
SCHEDULE**

**Saskatoon**  
May 5th - RACE DAY

**Weyburn**  
May 25th - Practice Day  
May 26th - RACE DAY

**Regina**  
June 22nd - Practice Day  
June 23rd - RACE DAY

**Swift Current**  
July 6th - Practice Day  
July 7th - RACE DAY

**Virden, MB**  
July 20th - Practice Day  
July 21st - RACE DAY

**Moose Jaw**  
July 27th - Practice Day  
July 28th - RACE DAY

**RAIN DATE**  
August 3rd - Practice Day  
August 4th - RACE DAY

**Yorkton**  
August 17th - Practice Day  
August 18th - RACE DAY

**Lloydminster (AB/SK Shootout)**  
August 24th - RACE DAY  
August 25th - RACE DAY

**RAIN DATE**  
August 31st - Practice Day  
September 1st - RACE DAY

**Swift Current**  
September 7th - RACE DAY  
+  
Year End Banquet to follow