



# Beach 4 Life



## Sponsorship Proposal

Beach 4 Life: 668 McPhillips Street, Winnipeg, Manitoba, Canada R2X 2H3 (204) 294-8881  
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## Beach 4 Life

Founded in 2008, Beach 4 Life has become a well recognized and respected name across the Winnipeg community. Providing a positive impact not only in Winnipeg, Grand Beach known for its historical beach volleyball presence has been playing host to Beach 4 Life's premiere August Long Weekend 2 Day Event since 2008. As of 2011, Dauphin's Countryfest has found a home under the umbrella Beach 4 Life is building in its attempt to reach into other rural Manitoba communities, with one day having additional Canadian Provinces included under our umbrella as well. Beach 4 Life has already seen its local efforts reach into Ontario and Saskatchewan, with participants not only traveling from these provinces to partake in Beach 4 Life events in Manitoba, but receiving requests from out of province participants for Beach 4 Life to bring a tournament to their province. With the addition of our Youth Tour in 2011, Corporate Days for businesses to enjoy a day at the beach and interact with their co-workers on a completely casual level, and a continued effort into a multitude of tournament formats, Beach 4 Life is constantly looking to add to our umbrella.



Beach 4 Life aims to provide any level of volleyball player the opportunity to play, compete, learn, and enjoy the sport of Beach Volleyball. Beach 4 Life takes great pride in providing a unique, informative, organized, and professional structure when it comes to Beach Volleyball and is constantly looking for every opportunity for improvement so that players can benefit from their experiences.

As the player and their experience is a vital key, so is our support team. Sponsors have a unique opportunity to tap into one of Manitoba's largest age demographic sporting communities. This poses a wide array of opportunities for a multitude of businesses to get involved and reach out to their targeted public. Beach 4 Life works diligently with any level of supporter to best generate return on their support.

## Past, Present, Future

The one thing we hear the most is everyone "JUST WANTS TO PLAY"! Prior to 2002, Manitoba enjoyed healthy and overflowing participation and registration numbers for various tournament and league play in Elite and Recreational categories. Often one would see an average of 60+ various teams making up the Elite & Recreational Divisions. Unfortunately 2003-2007 saw a serious decline in participation and tournament registration resulting in the 60+ teams once averaged dropping to a dismal 12 team average, with the Recreational Division becoming completely non-existent, and the Women's Division struggling to exist most times, and many leagues ceasing to exist.

Since the establishment of Beach 4 Life in 2008, Beach Volleyball in Manitoba is on an upward climb back towards its once healthy stature. Over a short span of 4 years, Beach 4 Life has been able to dramatically spark a regrowth, not only toward meeting the province's previous potential, but exceeding it with new opportunities always becoming available to any age and ability. In 2011, the introduction of the Youth Tour which accompanied the Senior Tour saw total participation and registration increase by 35% from 2010 alone.

With the Senior Tour continuing to grow each and every year, combined with the addition of the Youth Tour increasing participation and registration by 20% in its first year alone (2011), not to mention also providing a feeder system to the Senior Tour. Additional efforts towards providing Corporate Events, Recreational Specific Events, and expansion into Rural Manitoba and surrounding Provinces all translate into a steady and continuous growth for the sport, players, communities, and businesses involved.

## Keys 4 Future

**Youth Development** - as in any sport, youth is the **key** to creating and sustaining development and success. Currently, the future is very bright in Manitoba for our youth, with 70 % of Beach 4 Life participants being 24 and under in 2011. This is significant when compared to 35% in 2009, 20% in 2008, and less than 10% before Beach 4 Life during 2002-2007. With the addition of the Youth Tour in 2011, key contributors such as Wanda Guenette (former indoor Olympian, National Beach Member, and FIVB Tour participant, possessing Level 3 Beach Coaching Certification, and Manitoba Provincial Team Coach), Catherine Grace Peters (former Volleyball Manitoba Executive Director & Beach 4 Life Co-Founder), Lee J. Montgomery (Beach 4 Life Co-Founder, Tour Director), and many more continue to make great contributions resulting in a continual progression forward which will only see youth development expand on it's 2011 numbers in the years to come.



**Beach Officials Development** - Officials are key in the regulation, development, and knowledge of a sport. Manitoba possesses some of the top national and international indoor officials, but very few are certified as Beach Officials. Over the past two years, Darryl Friesen, Canada's top beach volleyball official with 14 seasons on the FIVB World Tour, National Tour, 3 Time Olympic Games, 6 World Championships, has assisted the Manitoba Volleyball Association & Beach 4 Life with the goal to increase the number of certified Beach Volleyball Officials in Manitoba. Beach 4 Life events offer a tournament training and evaluating platform to assist the development and certification process put forth by Volleyball Canada & FIVB. By tapping into Manitoba's larger indoor officiating community, in addition to any new comers. Beach 4 Life is optimistic that this additional training and evaluation platform, combined with the development and certification criteria put forth by Volleyball Canada & FIVB will not only increase Manitoba's certified beach official numbers, but ultimately achieve our goal of having every Beach 4 Life match officiated.



**August Long Weekend** -With Beach Volleyball growing in participation all across Canada, so are large scale events similar to those of the AVP (Professional Beach Tour) in the USA, such as the Corona Open in Vancouver, British Columbia, and the So-Pro Event in Toronto, Ontario. Beach 4 Life has been following suit with the "August Long Weekend" Event. This grand scale two-day event showcases some of Manitoba's top talent directly on the boardwalk and visually accessible to 30,000 plus spectators who visit Grand Beach over the August Long Weekend every year. Volleyball Canada has been exploring the possibility of resurrecting the Canadian

Professional Beach Volleyball Tour with the Corona Open and the So-Pro Tournaments already establishing credibility as potential tour stops. The "August Long Weekend" Event has already caught the attention of Volleyball Canada, and our goal is to continue to build on this grand event to not only be ready for the possibility of a Canadian Professional Beach Volleyball Tour, but to be one of the most attractive events to all Beach Volleyball players across North America.

**Recreational Revival & Re-education** - Manitoba has numerous recreational leagues with a large number of participants that are not aware tournaments are available for their enjoyment. MOV Summer League, Maple Grove Rugby Park League, and our Canadian Volleyball National Team Super Spike fundraiser are all great examples of recreational Beach Volleyball options available. The key is to re-educate the recreational player of all tournament options available to them through Beach 4 Life. With separate recreational divisions/tournaments available to the recreational player, they can continue to enjoy the sport on league and new tournament levels, all the while continuing to stay active and enjoy a healthy lifestyle that Beach 4 Life consistently promotes.

**Full Time Facility** - Looking towards the future, Beach 4 Life would like to see Manitoba have a full time Indoor/Outdoor Beach Volleyball Facility to call home. With only Toronto possessing their own Indoor facility, Canada's Top Full Time Beach Volleyball Athlete's are somewhat limited in choice, not to mention cost of living in Toronto and Calgary, to that of Manitoba. Providing a full time Indoor/Outdoor Facility will not only benefit the high performance athlete in achieving their training and developmental goals, but that of the recreational athlete, with the ability to operate year round leagues, clinics, and tournaments, allowing all players, of all levels, the enjoyment of sport, combined with active and healthy living.

## Making a Difference

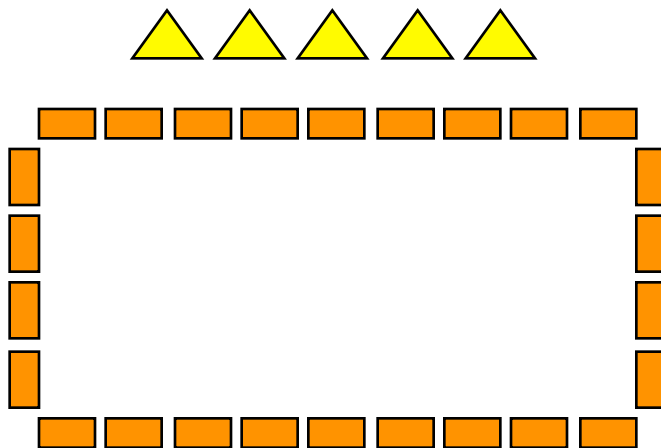
Since 2008, Beach 4 Life has been fortunate enough to receive at one point or continue with support from:

**Full Tour Product/Services** - Jackson Springs, Elite High Performance, Zeids Food Fare, South Beach Resort & Casino, FXR Racing (St. Vital)

**Specific Event Advertising, Product/Services, Funding** - Dauphin's Countryfest, Confusion Corner Bar & Grill, SIGG, Tan FX, Big Rock Brewery, Wireless Wave Communications, Boston Pizza, Red Bull, Corydon Sundae's, Volleyball Manitoba, Scott Wolf, Wellington West Financial, Home Run Sports, Grand Beach Surf Club, and more.

Beach 4 Life offers an attractive, unique, effective, and economic alternative to the more expensive main stream forms of advertising (TV, Radio, Newspaper). We witnessed first hand as a nation what a substantial influx of funds into our Canadian sporting programs resulted in with the 2010 Winter Olympics "Own the Podium Program" - setting a Gold Medal record for any Winter Olympics ever held. We believe a similar result can be achieved by working together with one of our sponsorship/advertising levels available.

Ultimately you are not just promoting your business through Beach 4 Life, you are directly responsible for the development of Manitoba's youth & officials, contributing to increased healthy living, increasing elite & recreational opportunities, all the while being part of our pursuit for a Full Time Training facility in Manitoba.



On Court Advertising Opportunities
  Tent Village Opportunity
  Court

Beach 4 Life Court Model (continue on for sponsorship categories)

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**Opportunities present themselves everyday for us to better our business and ourselves...  
LET BEACH 4 LIFE CUSTOMIZE SOMETHING 4 YOU!**

<b>Mobile Media \$500</b>	<b>*Event Title Sponsorship* \$1500</b>	<b>Strong Serving Sponsorship \$5000</b>
<ul style="list-style-type: none"> <li>- One (1) company logo presence on Calendar Poster, Post Card, &amp; Clothing available for one (1) Tour Calendar Season</li> <li>- Logo &amp; Link on Beach 4 Life website (please consult Beach 4 Life for various clothing &amp; media print dates)</li> </ul>	<ul style="list-style-type: none"> <li>- Designated rights to one (1) Beach 4 Life Tour Event (excluding August Long Weekend)</li> <li>- 2 primary placed 8' x 2' corrugated plastic signs with company advertising logo</li> <li>- **Tent display space in Village</li> <li>- **Product sampling, distribution, and sales (alcohol exempt)</li> <li>- Logo &amp; Link Presence on Beach 4 Life Website + any promotional material leading up to the event</li> <li>- On court announcements</li> <li>- Full event announcement &amp; feature on main website page leading up to the event</li> <li>- VIP treatment &amp; seating @ event</li> <li>- 2 primary placed 8' x 2' corrugated plastic signs additionally placed @ Aug Long Event &amp; Manitoba Provincial Championships</li> <li>- 3 total Beach 4 Life events guaranteed advertised, with the potential for more depending on package purchase date.</li> </ul>	<ul style="list-style-type: none"> <li>- Designated rights to three (3) Beach 4 Life Tour calendar year events</li> <li>- 8 primary placed 8' x 2' corrugated plastic signs with company advertising logo</li> <li>- **Tent display space in Village (excluding August Long Weekend)</li> <li>- **Product sampling, distribution, sales, (alcohol excluded + no soliciting @ August Long Event)</li> <li>- Logo &amp; Link Presence on Beach 4 Life Website + any promotional material leading up to the event</li> <li>- On court announcements</li> <li>- Full event announcement &amp; feature on main website page leading up to each of the 3 events</li> <li>- VIP treatment &amp; seating @ events</li> <li>- 4 primary placed signs @ Manitoba Provincial Championships</li> <li>- One (1) Company Team Building half day event operated by Beach 4 Life</li> <li>- 4 total Beach 4 Life events advertised</li> </ul>
<b>Mobile Sand Media \$1000</b>		
<ul style="list-style-type: none"> <li>- Full Mobile Media package + one (1) Sand Level (8' x 2') corrugated signs placed at all Beach 4 Life events for one (1) Beach 4 Life Tour Calendar Year</li> </ul>		
<b>Sand Level \$300</b>		
<ul style="list-style-type: none"> <li>- One (1) 8' x 2' corrugated plastic sign/s placed @ event of choice + sign/s additionally placed @ Manitoba Provincial Championships (total of 2 events)</li> <li><b>* additional signs can be purchased @ \$250 per sign</b></li> <li>- On court announcements</li> <li>- Logo on Beach 4 Life website + presence on any promotional material leading up to the event</li> </ul>		
<b>Player Kiosk Tent \$250 - \$1500</b>	<b>*August Long Weekend* \$2500</b>	<b>Full Court Sponsorship \$10,000</b>
<p><b>\$250</b> One (1) kiosk/sales tent space at one (1) event of choice for advertising, sampling, &amp; sales (some restrictions apply, please contact Beach 4 Life for details)</p> <p><b>\$1500</b> One (1) kiosk/sales tent space &amp; two (2) 8' x 2' corrugated plastic signs for every event (ltd. per calendar year)</p>	<ul style="list-style-type: none"> <li>- Designated rights to the premiere Beach 4 Life Tour calendar event (August Long Weekend)</li> <li>- 4 primary placed 8' x 2' corrugated plastic signs with company advertising logo</li> <li>- 30,000+ potential visitor traffic exposure</li> <li>- **Tent display space in Village</li> <li>- **Product sampling and distribution (no alcoholic or soliciting allowed)</li> <li>- Logo &amp; Link Presence on Beach 4 Life Website + any promotional material leading up to the event</li> <li>- On court announcements</li> <li>- Full event announcement &amp; feature on main website page leading up to the event</li> <li>- VIP treatment &amp; seating @ event</li> <li>- 2 primary placed 8' x 2' corrugated plastic signs additionally placed at Manitoba Provincial Championships</li> <li>- 2 total Beach 4 Life events guaranteed advertised, with the potential for more depending on package purchase date.</li> </ul>	<ul style="list-style-type: none"> <li>- Designated rights to one (1) Beach 4 Life Tour calendar year</li> <li>- 14 primary placed 8' x 2' corrugated plastic signs with company advertising logo</li> <li>- **Tent display space in Village (sales excluded for August Long Weekend)</li> <li>- **Product sampling, distribution, sales (alcohol excluded + no soliciting @ August Long Event)</li> <li>- Logo &amp; Link Presence on Beach 4 Life Website &amp; any promotional material leading up to the event</li> <li>- Logo screened on any Beach 4 Life clothing/apparel</li> <li>- Logo/Name incorporated into main website page design</li> <li>- On court announcements</li> <li>- Full event announcement &amp; feature on main website page leading up to every event</li> <li>- VIP treatment &amp; seating @ all events</li> <li>- One (1) Company Team Building half day event operated by Beach 4 Life</li> </ul>
<b>Corporate Team Building \$500 - \$1000</b>		
<ul style="list-style-type: none"> <li>- Fully organized &amp; operated half day event for employee's &amp; family</li> <li>- Logo presence on website</li> <li>- Promotional feature on main website page prior to the event</li> <li>- Event summary on main website page post event</li> <li>- Duplicate copies of promotional photo's of the event available upon request</li> <li>- Company banner placement @ event</li> <li>- Product/Company Services allowed on site (alcohol excluded)</li> <li>- price range dependent on the overall size of the event (number of participants)</li> <li>- VIP seating available @ August Long Weekend Event (total numbers subject to approval before event)</li> </ul>		

\*\* some restrictions may apply, please consult with Beach 4 Life for details

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