

★ **Silver Sponsorships* \$25,000**

- Company logo on all event signage
- Company name in advertising for the event
- 1/4 page ad in the 2014 York Can-Am Police-Fire Games Program Book
- Logo on signage at our booth at the 2010 & 2012 Can-Am Police-Fire Games
- Recognition in Tourism Connection e-newsletter
- Company logo and link to company site featured on the 2014 Can-Am Police-Fire Games website
- Reserved seating at all venues for employees and clients
- Company logo on back of athlete shirts
- Company logo on back of staff shirts

** Multiple Silver Sponsorships Available*

★ **Bronze Sponsorships* \$5,000**

- Company logo on all event signage
- Company name in advertising for the event
- 1/6 page ad in the 2014 York Can-Am Police-Fire Games Program Book
- Recognition in Tourism Connection e-newsletter
- Company logo and link to company site featured on the 2014 Can-Am Police-Fire Games website
- Reserved seating at all venues for employees and clients

** Multiple Bronze Sponsorships Available*

★ **Friends of the Games* Up to \$5,000**

- Listing on the 2014 York Can-Am Police-Fire Games website
- Listing in the 2014 York Can-Am Police-Fire Games Program Book
- Recognition in Tourism Connection e-newsletter
- Company logo and link to company site featured on the 2014 Can-Am Police-Fire Games website

** Multiple Friends of the Games Sponsorships Available*

For Information on Sponsorships and Advertising Opportunities, Contact:

Amanda Witman, Business Development Coordinator

717.852.9675 x. 113

awitman@yorkpa.org



July 13 - 20, 2014

Can-Am Police-Fire Games

SPONSORSHIP OPPORTUNITIES

Event Will Bring Thousands of Athletes & Significant Economic Impact to York County, PA

More than 2,000 law enforcement and fire personnel and their friends and families from across the United States and Canada will come to York County to stay and play during the 2014 Can-Am Police-Fire Games. The event is expected to generate more than \$4 million in positive economic impact for York County.

With over fifty sporting events, the Can-Am Police-Fire Games offers traditional athletic competitions including swimming, softball, cycling, and many others, as well as profession-specific events such as SWAT, police service dog, fire attack, muster, pistol and toughest competitor alive.

Why Sponsor?

• Outstanding Exposure:

Get Your Business in Front of Thousands

Sport York sponsorships put your business front and center for thousands of athletes and their friends and families. This unbeatable exposure is a great way to drive these visitors to your door.

Sponsorship Benefits Include:

- Your Logo on Event Signage
- Program Book Advertising
- Recognition in Media Outreach
- Literature Distribution Directly to Event Participants
- And Much More

• Set Your Business Apart:

Support Positive Economic Development in York County

By participating in Sport York as a sponsor, you are supporting positive economic impact for all of York County. Sponsorships are the key to bringing these events to York County, generating income for businesses across our community.

★ **Title Sponsorship* \$100,000**

- Exclusive right to use slogan “Official Title Sponsor of the 2014 Can-Am Police-Fire Games” in company advertising
- Top billing on all event advertising
- Rights to use the 2014 Can-Am Police-Fire Games logo and name in relevant communication material
- 2014 Can-Am Police-Fire Games media and communication material will include company logo
- Company banner at all event venues
- Full page ad in the 2014 Can-Am Police-Fire Games Program Book
- Vend your product(s) and/or services at game venues
- Company Display at our booth for 2010 & 2012 Can-Am Police Fire Games
- Sponsorship logo and recognition on the YCCVB’s full page ad in the 2010 and 2012 Can-Am Police-Fire Games Program Book
- 1/2 page ad in the 2009-2014 York County Visitors Guide
- Company logo and link to company site featured on the 2014 Can-Am Police-Fire Games web site
- Five minute presentation about sponsor’s company from CEO or company representative at the annual Tourism Stakeholder Breakfast held in December 2009-2013
- Four tickets to the 2013 Tourism Stakeholder Breakfast
- Recognition in Tourism Connection e-newsletter
- Company logo and web site link on event e-newsletters sent to athletes
- Company brochures/information distributed at event hospitality tables
- Reserved seating at all venues for employees and clients
- Company logo on back of athlete shirts
- Company logo on back of staff shirts
- Company logo/name on staff lanyards and badges

** Exclusive Sponsorship*

★ **Platinum Sponsorships* \$75,000**

- Company logo on all event signage
- Company name in advertising for the event
- 1/2 page ad in the Can-Am Police-Fire Games Program Book
- Vend your product(s) and/or services at Game Venues
- Company Display at our booth for 2010 & 2012 Can-Am Polica Fire Games
- 1/4 page color ad in the York County Visitors Guide
- Company logo and link to company site featured on the 2014 Can-Am Police-Fire Games web site
- Two tickets to the 2013 Tourism Stakeholder Breakfast and sponsor recognition
- Recognition in Tourism Connection e-newsletter and on the sponsorship web site, with web link
- Company logo and web site link on event e-newsletters sent to athletes
- Company brochures/information distributed at event hospitality tables
- Reserved seating at all venues for employees and clients
- Company logo on back of athlete shirts
- Company logo on back of staff shirts

** Multiple Platinum Sponsorships Available*

★ **Gold Sponsorships* \$50,000**

- Company logo on all event signage
- Company name in advertising for the event
- 1/3 page ad in the 2014 York Can-Am Police-Fire Games Program Book
- Logo on signage at our booth at the 2010 & 2012 Can-Am Police-Fire Games
- Two tickets to the 2013 Tourism Stakeholder Breakfast and sponsor recognition
- Recognition in Tourism Connection e-newsletter
- Company brochures/information distributed at event hospitality tables
- Company logo and link to company site featured on the 2014 Can-Am Police-Fire Games web site
- Reserved seating at all venues for employees and clients
- Company logo on back of athlete shirts
- Company logo on back of staff shirts

** Multiple Gold Sponsorships Available*

★ **Volunteer Sponsorship* \$50,000**

- Company name and logo on Volunteer Shirts for the event
- Recognition at Volunteer Training Session
- Host of the Volunteer Thank You Celebration
- Company name and logo on Volunteer Manuals
- 1/3 page ad in the 2014 York Can-Am Police-Fire Games Program Book
- Two tickets to the 2013 Tourism Stakeholder Breakfast and sponsor recognition
- Recognition in Tourism Connection e-newsletter
- Company logo and link to company site featured on the 2014 Can-Am Police-Fire Games web site
- Reserved seating at all venues for employees and clients
- Company logo on back of athlete shirts
- Company logo on back of staff shirts

** Multiple Silver Sponsorships Available*

★ **Awards Sponsorships* \$35,000**

- Company logo on all event signage
- Company name in advertising for the event
- 1/3 page ad in the 2014 York Can-Am Police-Fire Games Program Book
- Company name printed on ribbons for medals awarded at the 2014 Can-Am Police Games
- Recognition in Tourism Connection e-newsletter
- Reserved seating at all venues for employees and clients
- Company logo on back of athlete shirts
- Company logo on back of staff shirts

** Exclusive Sponsorship*