



Okanagan Precision Driving Association
c/o 2749 Sugosa Place
West Kelowna, BC V4T 2X3

Sunday, February 26, 2023

Dear Future Sponsor,

With spring fast approaching, the Okanagan Precision Driving Association is preparing for another season of motorsports in the Okanagan. Operating under the Okanagan Autocross banner at facilities in both Kelowna and Vernon, the OPDA is proud of its three-decade history of hosting nearly 500 motorsport events, all with an outstanding safety record and enjoyed by hundreds of participants and spectators.

This year, as with previous years, the OPDA faces significant costs in putting together a fun and challenging season for the community. To help us meet the escalating costs of hosting autocross events and keep the cost of participating at an attractive level, the club is seeking local sponsors who wish to enhance their brand and exposure by associating with our brand.

Autocross, also known as autoslalom or solo, is an inexpensive form of motorsport competition that uses traffic cones in a paved lot to produce a small road course for competitive events. Autocross is considered one of the safest forms of motorsport because competitors race against the clock rather than against other cars. As our name suggests, the emphasis at our events is on precision and control. We're proud of our record of success in improving car control skills for all participants.

To compete in an autocross event, all a participant requires is a driver's license, a safe and quiet vehicle and a helmet. With few barriers to entry, autocross attracts spectators and motorsport enthusiasts of all stripes. In addition, the Okanagan Precision Driving Association hosts an annual "Introduction to Autocross" training school to promote autocross in the region and introduce prospects to the sport.

Your OPDA sponsorship comes with plenty of benefits, as shown in the attached sponsorship levels document. If the prospect of sponsoring the Okanagan Precision Driving Association in its efforts to promote motorsports in the Okanagan is a fit for you or your organization, please contact us at sponsorship@opda.ca.

Respectfully,

Steve Gunner
OPDA President

Sponsorship Program



Annual Sponsorship Benefit

- Organization logo placement on all pages of the OPDA website as primary sponsor
- Recognition on OPDA's MotorsportReg.com events including organization logo
- Promotional opportunities at events
- Sail flag or banner representing organization posted at main tent at all OPDA events
- News article on OPDA website recognizing organization's support
- Display of your organization's logo on all promotional material
- Year-end plaque recognizing contribution
- Recognition on website sponsorship page including organization logo
- Social media (Facebook) recognition

Gold	Silver	Bronze	In-kind	Cash
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DONATION AMOUNT

\$2,500	\$1,500	\$750	In-kind	>\$100
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Suggested in-kind donations but not limited to:

- 10'x10' or 20'x10' Canopies (may include organization logos)
- Trophies and plaques
- Traffic cones (may include organization logo)
- Radio equipment
- Portable tables, folding chairs
- Safety vests and tape (yellow caution or red danger)
- Helmets meeting SCCA certification standards
- Public announcement equipment
- Timing and scoring equipment

In-kind donations may include organization logo or promotional wording