



Marketing Plan Sponsorship Proposal 2026





Dear Sponsor,

The South Sask Karting Club (SSKC) is a non-profit sporting organization dedicated to providing individuals with safe, affordable, and competitive karting opportunities in Saskatchewan.

With the rapidly growing popularity of open-wheel racing in Canada, our membership has grown. Our club has grown to include more than seventy local competitors, representing a wide demographic. Another element of our club is our race events that can exceed hundreds of attendees. This includes mechanics, family members, and devoted fans. To support our membership and continue to provide an affordable racing experience, SSKC offers unique sponsorship opportunities to local businesses.

Sponsorship is focused on helping with the safety and enjoyment of competitive karting. It is also a key factor in the organization, race events, and infrastructure at our club. The SSKC has increased membership and event attendees. This is why we are dedicated to investing in new infrastructure that will create a distinctive racing environment. Not only does sponsorship assist with infrastructure, but it also helps with the unique events held. These events are designed to support all the racers at our club. However, they are also designed to focus on the development of the younger generation of members, which is reflected in the *Junior Sponsorship* opportunity. We strive to create an environment that is welcoming to provide an experience for all to enjoy. As well as having a competitive karting experience that brings value to your business and brand.

South Sask Kart Club Fast Facts

- 70 members in 2025 and expected to grow by 10% in 2026.
- Scheduled to hold 11 race days in 2026, including the annual Sask Series event.
- 60% of the people at SSKC events are between 25 to 50 years of age.
- A large percentage of our club members or their family members compete or participate in a car club or car racing series.
- Most of our club members are hands-on participants; they work on and prepare their go-karts.
- The SSKC has a wide range of ages that take part in karting. Our youngest racers are 7 years old, and we have club members who race well into their 60's and even 70's.



- Race days draw as many as 70 drivers, with mechanics, family members, and fans, attendance at our event regularly exceeds several hundred people which provides a great platform for potential customers to your business.

2026 South Sask Kart Club Sponsorship Opportunities

Track Sponsor – WF Botkin

Limited to 1 Sponsorship - Term Expiring 2027

- Track naming rights
- Co Promo on all marketing materials
- Race event recognition
- Opportunity to address the membership at the banquet
- Recognition during banquet
- Introduction to kart racing events

Facility Sponsor – \$2,500 (or materials/services of equivalent value)

Funds are applied to site maintenance and facility improvements. As facilities are constructed, unique recognition opportunities will be available.

- Recognition on SSKC Website and Facebook Page 3
- 4'x8' signage
 - Main Gate
 - Pit Fence
 - Director Bridge
- Recognition during race event closing ceremonies
- Introduction to kart racing events, Recognition during Awards Banquet

Community Sponsor - \$500

Funds are applied to site maintenance, facility improvements and general operating costs

- 3'x4' signage
 - Pit Fence
- Recognition during banquet
- Introduction to kart racing events



Race Event Sponsor - \$1,000-\$1,500

(Limited 10 local events, 1 South Sask Series event)

Funds are applied to individual race event expenses. South Sask Series race is a unique event offering additional exposure for sponsors valued at \$1,500, regular race events are \$1,000

- Recognition at opening ceremonies and podium presentation
- 4'x6' signage
 - Unique placement behind the podium during sponsored race events
 - Pit Fence Premium location for marketing and retail materials.
- Recognition during banquet Introduction to kart racing events

Junior Sponsor - \$1,500 (Limited 1 Sponsorship)

Funds are applied to support the introduction to karting activities. This includes race etiquette, racing craft, and maintenance. Additionally, it supports the purchase of race event medallions for the top 3 drivers in Junior 1 and Junior 2 classes (ages 7-15) at each event (if no Grid Sponsor exists). Junior sponsorship also includes end-of-season class trophies.

- Recognition at each race event JR1 and JR2 podium presentations
 - 11 Events 4'x6' signage
 - Pit Fence
- Recognition during the banquet
- Introduction to kart racing events

Grid Sponsor - \$250 (Limit 7 Sponsors per Season)

Funds are applied to the purchase of medals for 1st, 2nd, and 3rd in a grid. We have 7 grids total, including Junior 1 Briggs, Junior 2 Briggs, Senior Super Light Briggs, Senior Light Briggs, Senior Heavy Briggs, DD2, and DD2 50+.

- Recognition at each race event for the sponsored grid
- Recognition during the banquet
- Recognition on SSKC Website and Facebook



Type of Sponsorship (select one):

- Track Sponsorship - \$10,000 (or materials/services of equivalent value)
- Facility Sponsor - \$2500 (or materials/services of equivalent value)
- Community Sponsor - \$500 (or materials/services of equivalent value)
- Grid Sponsor - \$250
- Race Event Sponsor - \$1000 (Sask Series - \$1500)
- Junior Sponsor - \$1500

THIS AGREEMENT, effective, _____, 20____, is between South Sask Kart Club PO Box 866, Balgonie, SK S0G 0E0. Current contact phone numbers and email addresses can be found on our website: www.sskc.ca

Advertiser / Sponsor Name: _____

Advertisers Mailing Address _____

Advertiser / Sponsor's web site address: _____

Principal Contact Person: _____

Phone: () _____ - _____

Fax: () _____ - _____ Email Address: _____

Association with a Club Member __Y__ / __N__ Name _____

Does the sponsor require a Logo or a Banner Ad to be created? _____

Preferred logo dimensions 300X250 (jpeg, png or pdf format preferred) All associated costs concerning logos or Banner Ads are the responsibility of the Sponsors. If the sponsor has their banner ad graphic, it must be either in .gif, .jpg, .png or .pdf format approximately 300 pixels wide by 250 pixels tall.