



INVESTING IN

NORTHERN CANADIAN
ADVENTURE RACING INCORPORATED



THE ROCK AND ICE ULTRA IS THE FIRST OF WHAT WILL EVENTUALLY BECOME A SERIES OF ENDURANCE AND ADVENTURE RACES ORGANIZED BY NORTHERN CANADIAN ADVENTURE RACING INC.

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INTRODUCTION

In March 2008, Northern Canadian Adventure Racing Inc. (NCAR) will be organizing the second annual Rock and Ice Ultra. The Rock and Ice Ultra is sponsored by **BHP Billiton** and the **EKATI Diamond Mine** and is supported by the **Yellowknives Dene First Nation** (YKDFN). The Event will take place in and around Yellowknife, Northwest Territories.

The Rock and Ice Ultra is the first of what will eventually become a series of endurance and adventure races organized by Northern Canadian Adventure Racing Incorporated. Future events include and expedition length mountain bike and trail run and a multi-day / multi-sport adventure race. All events organized by NCAR will be non-consumptive, eco-tourism projects that will leave no trace on the land and will, at all times, incorporate the local northern culture.

The theme of the Rock and Ice Ultra is “...*the other desert race*”, reflecting our city’s globally unique climate. In a recent climate study of Canada's 100 largest cities, Yellowknife holds 13 records including: coldest winter, coldest spring, coldest year-round, most cold days, most deep snow cover days, most extreme wind chill, most high wind chill days, driest winter air. It is this extreme and foreign environment that will draw elite international endurance racers who currently compete by the thousands in the hot, sandy deserts of the world; the Sahara Desert, the Gobi Desert, the Atacama Desert and the Tangier Desert.

Corporations large and small recognize extreme endurance and adventure racing as a highly effective service that they can utilize to convey their commercial objectives and corporate philosophies to a global population. We invite local businesses, those who conduct business in the North, and international corporations to join our team by supporting Northern Canadian Adventure Racing and the Rock and Ice Ultra.

Cash and in kind contributions will provide for the majority of the events operational requirements, while government grants and race registrations will supplement this core funding. All contributions are gratefully accepted. For those who join team, there is a multi-year, multi-event opportunity for recognition as a sponsor. Rather than NCAR simply being the recipient of corporate philanthropy, we want to work with sponsors and supporters to market their brands locally, nationally and internationally. We will also strive to provide sponsors the opportunity to associate with an annual eco-tourism initiative that promotes participation, international cooperation, healthy living and cultural awareness. We will only deem our campaign successful if our sponsors receive superior public recognition and self satisfaction for their support.

Sponsors and supporters will be encouraged to direct their cash and in kind contributions towards a specific operational requirement. Our sponsorship package allows for flexibility and affordability; offering something to businesses of all sizes.

The Rock and Ice Ultra is a one of a kind eco-tourism project. In time, the event, along with the other proposed events organized by NCAR, will play a key role in growth and development of the North. No one will leave the North without a greater appreciation for our diverse culture, our unique climate and our world class industries.

SPONSORSHIP WILL BE A ONE OF A KIND EXPERIENCE.

1.0 FINANCING THE ROCK AND ICE



In time and with the support of sponsors and government agencies, the Rock and Ice Ultra, and future events organized by NCAR, will be a significant addition to the local and Territorial economies. It is projected that each one of the three proposed, week-long events will bring nearly *one million dollars* to the local economy during traditionally slow times of the year for business. This money will be generated by the influx of race participants (*500*), special guests and media (*100*) and spectators and support crews (*100*).

In order to make the Rock and Ice Ultra an international success, money must be raised and be spent conservatively. Over the years, extreme events like the Rock and Ice have become more and more technologically advanced. This trend, when paired with the increasing numbers of participants entering these events, results in an increase in the cost of organizing an event. A diversified funding model has been developed, relying on Federal, Territorial and Municipal grants as well as corporate sponsorships, individual contributions, fundraising special events, retail sales and event revenue for financing.

The cost to organize and operate the Rock and Ice Ultra is expected to be \$300,000. A large percentage of this will be 'one time' investments such as gear and equipment. Other expenses will be incurred annually. Major expenditure and financing challenges include: check point tents, stage camp tents, cultural entertainment, safety crews, media hosting, communications, equipment and staffing.

The Rock and Ice Ultra will be internationally regarded as the premier endurance race on the circuit and Yellowknife as the most sensational venue with the most fantastic volunteers. The fact that the race is 'staged' (where racers, volunteers and media camp together every night) as opposed to a continuous race, allows for a rare opportunity for everyone to bond and share cultures. It is this camaraderie that will sell the Rock and Ice around the world.



UNCOMMON CHALLENGES...UNCOMMON ATHLETES

2.0 NORTHERN CANADIAN ADVENTURE RACING

Northern Canadian Adventure Racing (NCAR) was incorporated in Yellowknife, Northwest Territories in May, 2006.

2.1 Mission Statement:

NCAR will organize a series of non-consumptive, eco-tourism projects in the form of endurance and adventure races. Each event will highlight to the world, Yellowknife's diverse culture, unique climate and world class industries. The celebration of extreme sport and culture epitomizes healthy and engaged living; it will become a strong positive movement in the community and inspire youth to challenge themselves physically and mentally. NCAR will prove excellence in organization and execution.

2.2 Objectives:

- To organize safe, world class endurance and adventure races with safety for all participants and volunteers the foremost concern
- To leave a legacy of community-building and civic pride for the host communities
- To celebrate sport and culture in the North in a balanced way that allows all to participate
- To create a positive, lasting and memorable experience with enduring relationships for all participants and stakeholders
- To be well-organized and well run, employing high standards of organization, coordination, and financial accountability and responsibility

3.0 BOARD OF DIRECTORS

President / Race Director Scott A. Smith

Vice President / Race Advisor Ray Zahab

Treasurer / Accountant Andy Wong

Directors:

Logistics Coordinator Ken Brophy

Safety Coordinator
Arctic Response Mike Rarog,

Communications Coordinator Doug Hart

Business Advisor Jenifer Morse



4.0 CONTACT INFORMATION

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5.0 COMMUNITY SPIRIT AND PARTICIPATION

In March 2008, BHP Billiton will sponsor and the Yellowknives Dene First Nation will support the



second annual Rock and Ice Ultra. Nearly 50 volunteers will come together to contribute their time and talents for the benefit and enjoyment of others. This level of participation by local residents and visitors, combined with the support of northern businesses and governments will be inspirational for our youth. It will again bring our community together reinforcing international goodwill and demonstrating that we can accomplish great things when we work together.

6.0 SHOWCASING YOUR BRAND

The Rock and Ice Ultra has a proven track record of attracting significant media attention regionally, nationally and internationally. In 2007, representatives from major print media such as *Runners World Sweden · Running Times · Men's Fitness UK · Trail Runner · Breathe Magazine · Explore Magazine · Up Here · Above and Beyond · Vancouver 24 hours · West Magazine · The Globe and Mail · and many more* attended and reported on the race. Further, the Rock and Ice Ultra was seen on *CBC Television · Taiwan Television · and the History Channel*. The Rock and Ice Ultra had an extensive on line presence with *Sleepmonsters.com* as the official media partner.

In 2007, 100 racers participated in the Rock and Ice Ultra. Racers came from *Taiwan · the UK · Ireland · Finland · the USA · Scotland*.

The 2008 Rock and Ice Ultra is shaping up to have as much or more media exposure. Already confirmed is *TV 2 Denmark · Denmark National Newspaper · Explore Magazine · The Globe and Mail · Ski Trax Magazine · Sleepmonsters.com · TriRudy.com · Endurance Magazine (France) · Jogging International (France)* and we are currently negotiating with media from *Germany, Australia, Russia and Greenland*.

For the 2008 Rock and Ice Ultra we have racers confirmed from *Denmark · France · South Africa · Russia · Scotland · the UK · Ireland · the USA*. We expect even more international representation before March.

Northern Canadian Adventure Racing has recently employed international race agents to promote the Rock and Ice Ultra in their respective countries in their respective languages. International race agents are currently employed in *Denmark/Sweden/Finland · Germany/Austria/Switzerland · the USA · Russia · and France*. We will soon have race agents in *Japan, South Korea, and Australia*.

This extensive media coverage provides an opportunity to showcase Yellowknife and its first class facilities as a desirable vacation destination and corporate convention venue to tens of thousands of people around the world. It also provides an opportunity to highlight our diverse culture, our unique climate and our world class industries. The NWT is a magnificent winter destination for tourists and businesses and the Rock and Ice Ultra provides us with an opportunity to show this to the world.

7.0 ECONOMIC SPIN-OFFS

Based on relevant case studies of similar events and on conservative projections, it is estimated that participants, their support crews, media and international volunteers will spend an estimated \$1.0M (*1 million dollars*) in the host community. This expenditure will circulate several times through the local and territorial economies, providing economic stimulation to numerous industries including hotels, airlines, restaurants, gift shops, galleries, general retailers, entertainment businesses and the many other service providers.

8.0 SPONSORSHIP OPPORTUNITIES

Corporations large and small recognize extreme endurance and adventure racing as a highly effective service that they can utilize to convey their commercial objectives and corporate philosophies to a global population. We invite local businesses, those who conduct business in the North, and international corporations to join our team by supporting Northern Canadian Adventure Racing and the Rock and Ice Ultra.

There are six levels of Sponsorship:

- | | |
|----------------------------------|--|
| 1. Gemstone Sponsor | \$50,000+ |
| 2. Macro-Diamond Sponsor | \$25,000 - \$35,000 |
| 3. Micro-Diamond Sponsor | \$10,000 - \$15,000 |
| 4. Kimberlite Sponsor | \$5,000 - \$7,500 |
| 5. R&I Supporters | \$1,000 - \$2,500 |
| 6. R&I Friends | >\$1,000 |
| 7. Official Gear Sponsors | <i>Discuss options with the Race Director</i> |

Sponsorship may be in the form of cash or in-kind contributions or a combination of both.



9.0 SPECIFIC OPERATIONAL SPONSORSHIP OPPORTUNITIES

9.1 Stage Camp Sponsorship - \$25,000



There will be five stage camps along the 225 km Rock and Ice route. Each stage camp will accommodate up to 100 racers, race officials, volunteers and media representatives. Contributors sponsoring the Stage Camps will have the option of naming the stage camp and having their signage posted in the location of the camp. One or more sponsors may share sponsorship of a Stage Camp. Stage Camp sponsorship is re-negotiable in 5-year terms.

\$25,000 Sponsorship covers:

1. 7 Mountain Hardwear, 15 person, Space Station Tents (www.mountainhardwear.com)
2. 7 oil stoves (Geo-stoves)
3. 1 Custom branded Master Tent (www.mastertent.com)
4. Stage Camp Accessories

*(*For tax purposes, sponsors may purchase Stage Camp tents direct from our gear sponsor, Mountain Hardwear)*

- | | |
|--|-----------------|
| 1. Yellowknife Bay (MATRIX Village)
<i>SPONSORED BY MATRIX HELICOPTERS '07, '08</i> | \$25,000 |
| 2. Prelude East Stage Camp (The <i>YOUR NAME HERE</i> Stage Camp) | \$25,000 |
| 3. Jennejohn Stage Camp (The <i>YOUR NAME HERE</i> Stage Camp) | \$25,000 |
| 4. Baker Island Stage Camp (The <i>YOUR NAME HERE</i> Stage Camp) | \$25,000 |
| 5. Trout Rock Stage Camp (The <i>YOUR NAME HERE</i> Stage Camp) | \$25,000 |





9.2 Check Point Sponsors - \$5,000 Each

There will be 20 Check Points along the 225 km Rock and Ice route. Contributors sponsoring Check Points will have the opportunity to custom brand a **Master Tent and Flag** (www.mastertent.com). These tents will remain the sole property of sponsors and can be used for any other events in YK including conferences, AWG, Caribou Carnival, Relay for Life and any of the multi-Sport events.

\$5,000 Sponsorship covers:

1. 1 Custom branded Master Tent
2. 1 Master Flag
3. Electric heat and light

1. Start line Registration	\$5,000
2. Dettah X-ing CP	\$5,000
3. Prosperous CP	\$5,000
4. Prelude West CP	\$5,000
5. Prelude East CP	\$5,000
6. Hidden Lake CP	\$5,000
7. Ingraham CP	\$5,000
8. Reid Lake Finish Line	\$5,000
9. Intermediate CP 1	\$5,000
10. Intermediate CP 2	\$5,000
11. Jennejohn SC	\$5,000
12. Intermediate CP 3	\$5,000
13. Intermediate CP 4	\$5,000
14. Intermediate CP 5	\$5,000
15. Intermediate CP 6	\$5,000
16. Baker Island SC	\$5,000
17. Intermediate CP 7	\$5,000
18. Intermediate CP 8	\$5,000
19. Trout Rock SC	\$5,000
20. Intermediate CP 9	\$5,000



9.3 Cultural Component - \$15,000

Cultural exchange is a major component of the Rock and Ice Ultra. Contributors sponsoring the Cultural Evening will have their signage posted in the location of the Cultural Evening (MATRIX Village) and members of the Yellowknives Dene First Nation will wear sponsors logos on their outerwear while working on the Rock and Ice project. One or more sponsors may share sponsorship of the cultural component.



\$15,000 Sponsorship Covers:

1. Drummers / Singers / Story Tellers
2. Traditional Foods Banquet
3. Entertainment (traditional band)
4. Cultural ambassadors

9.4 Emergency Response Team - \$15,000

Sponsors of the Emergency Response Team will have their logos displayed prominently on the medical and communications tents and on the clothing worn by the emergency response team members coordinated by Arctic Response.

\$15,000 Sponsorship covers:

1. Emergency response personnel on route 24 hrs.
2. Emergency gear and equipment

Building Supplies - \$10,000

SPONSORED BY CLARK BUILDERS '07, 08

9.5 Start / Finish Line \$7,500

Contributors sponsoring the Start / Finish Line will have their signage posted in the location of the event –Yellowknife Bay

\$7,500 Sponsorship covers:

1. Marquis Tent
2. Scaffolding
3. Sound System
4. Accessories (tables, chairs, garbage cans)

9.6 Opening Ceremony (at the Explorer Hotel) - \$5,000

Contributors sponsoring the opening ceremonies will have their signage posted in the location of the event –Explorer Hotel

\$5,000 Sponsorship covers:

1. Room rental (Kat A & B + accessories)
2. Welcoming Banquet
3. Media / Sponsor Luncheon
4. Race Kits

9.7 Transportation - \$5,000

Sponsors of transportation will have their logo displayed prominently on the sponsored vehicles.

\$5,000 Sponsorship covers:

1. Shuttle Vans for racers and media
2. Snow Mobiles for media and international volunteers
3. Fuel / Oil

Awards \$5,000

SPONSORED BY BHP BILLITON

9.8 Communications \$5,000

Contributors sponsoring the Communications will have their signage posted in media tent in MATRIX Village and on any on line press releases during the race



\$5,000 Sponsorship covers:

1. Satellite Phones
2. M-Sat Comms
3. Field Comms
4. Wireless in MATRIX Village

Volunteers \$5,000

SPONSORED BY BHP BILLITON

10.0 IN KIND DONATIONS

For many businesses, providing products or services is the ideal way to contribute to a great community event while attracting attention to the business services or products you provide. Many items and services will be needed to make the Rock and Ice successful. The value of your donation will gain your organization recognition as detailed in our Sponsor Recognition Package.

Here are just some of the many items we will need help with...



- Advertising services (print, radio, TV)
- Air transportation of people and freight
- Banquet facilities
- Building supplies
- Carpentry
- Catering
- Communications equipment
- Banners and flags
- Entertainment / sound equipment
- Food and beverages
- Gift items
- Shirts, jackets, toques (apparel)
- Lodging
- Media air time
- Medical supplies
- Photography services
- Printing services
- Signage
- Transportation (cars/trucks/vans/buses)
- Race Bibs
- Video production
- Storage space

11.0 GEAR & NUTRITION SPONSORSHIP OPPORTUNITIES

The Rock and Ice Ultra has proven to be a high visible event attracting magazine, TV, radio, newspaper and documentary makers from around the world. The event demands racers, volunteers, and media use highly technical, robust gear and fuel themselves for the extreme climate and physical exertions. The Rock and Ice ultra is an ideal event to market gear and nutritional supplements to outdoor enthusiasts the world over.

Some of the gear required is:

- Cross country ski systems
- Snowshoe systems
- Back packs / ski pulks
- Foot wear (socks, boots)
- Technical underwear
- Technical outerwear
- Extreme accessories (gloves, mitts, head-gear)
- Re-hydration solutions
- Sunglasses
- Skin care
- Nutritional supplements (bars, gels, re-hydration mixes)

12.0 SPONSOR RECOGNITION AND REWARDS PACKAGES

Northern Canadian Adventure Racing must acquire nearly \$300,000 of equipment to make the proposed eco-tourism projects a reality. Whether you can provide goods and services in kind, or cash, your contribution will be greatly appreciated and appropriately recognized and rewarded. We have developed a Sponsorship Recognition and Rewards Package that fits the contribution capabilities of businesses of all sizes.



**GEMSTONE SPONSOR – BHP
BILLITON & EKATI MINE**

The *Gemstone Sponsor* will be distinguished as the one, “Official Title Sponsor of the Rock and Ice Ultra”

We are offering the following rights to our *Gemstone Sponsor: (\$50,000+)*

NCAR will incorporate the *SPONSORS* name and logo into the event title.

NCAR will give exposure to the *SPONSORS* at all opportunities.

NCAR will promote the *SPONSORS* on all promotional material.

NCAR will have an official Rock and Ice Ultra toque exclusive to the *SPONSOR*.

NCAR will give the *SPONSORS* the opportunity to select a charitable organization as beneficiary.

NCAR will offer a sponsored registration fee to all employees of the *SPONSORS*.

NCAR will create a link to and outline the products and services provided by

the *SPONSORS* through a logo on the official Rock and Ice web site.

NCAR will permit the *SPONSORS* to use event clips from the Rock and Ice Ultra (audio, video, photographs) in advertising.

NCAR will send a limited number of emails per year, if requested, to its membership advertising current promotions, specials, or product updates of the *SPONSORS*.

NCAR encourages the *SPONSORS* to participate with the development team at all stages of the event.

NCAR will offer the *SPONSORS* first right of refusal to partner in future events renegotiable on a three year term.

NCAR will consider other promotional/PR initiatives as presented by the *SPONSORS*.

MACRO-DIAMOND SPONSORSHIP \$25,000 - \$35,000

We are offering the following rights to our Macro-Diamond Sponsor:

1. **NCAR** officials will make mention of and give exposure to the **SPONSORS** at approximately %50 of opportunities during the event.
2. **NCAR** will promote the **SPONSORS** on all promotional material as official partner of the Rock and Ice Ultra.
3. **NCAR** will create a link to and outline the products and services provided by the **SPONSORS** through a logo on the official Rock and Ice web site.
4. **NCAR** will send a limited number of emails per year, if requested, to its membership advertising current promotions, specials, or product updates of the **SPONSORS**.
5. **NCAR** will permit the **SPONSORS** to use event clips from the Rock and Ice Ultra (photographs) in advertising.
6. **NCAR** encourages the **SPONSORS** to participate with the development team at all stages.
7. **NCAR** will offer a sponsored registration fee to all employees of the **SPONSOR** equal to %80 off the regular registration fee.
8. **NCAR** will offer the **SPONSORS** first right of refusal to partner in future events renegotiable on a one year term.
9. **NCAR** will consider other promotional/PR initiatives as presented by the **SPONSORS**.

MICRO-DIAMOND SPONSORSHIP \$10,000 - \$15,000

We are offering the following rights to our Micro-Diamond Sponsors:

1. **NCAR** officials will make mention of and give exposure to the **SPONSORS** on occasion.
2. **NCAR** will promote the **SPONSORS** on most promotional material as official partner.
3. **NCAR** will create a link to and outline the products and services provided by the **SPONSORS** through a logo on the official Rock and Ice web site.
4. **NCAR** encourages the **SPONSORS** to participate with the development team.
5. **NCAR** will offer the **SPONSORS** first right of refusal to partner in future events renegotiable on a one year term.
6. **NCAR** will consider other promotional/PR initiatives as presented.

KIMBERLITE SPONSORSHIP \$5,000 - \$7,500

We are offering the following rights to our Kimberlite Sponsors:

1. **NCAR** staff and volunteers will make mention of and give exposure to the **SPONSORS** during the opening and closing ceremonies.
2. **NCAR** will include the logo of the **SPONSORS** on the official Rock and Ice web site.
3. **NCAR** encourages the **SPONSORS** to participate with the development team during the week of the event.
4. **NCAR** will offer the **SPONSORS** first right of refusal to partner in future events renegotiable on a one year term.
5. **NCAR** will consider other promotional/PR initiatives as presented by the **SPONSORS**.

ROCK AND ICE FRIENDS & SUPPORTERS

We are offering the following rights to our Friends and Supporters

1. **NCAR** will include the logo of the **SPONSORS** on the official Rock and Ice web site.
2. **NCAR** will consider other promotional/PR initiatives as presented by the **SPONSORS**.

SPONSOR VISIBILITY: BANNERS, FLAGS & CPS

Sponsors are entitled to place banners and flags at the highly visible Start/Finish line.

Banner dimensions are 5 x 5 feet, 5 x 7 feet, or 5 x 10 feet.

Banner Pricing:

- 5x5 = \$200
- 5x7 = \$330
- 5x10 = \$400
- 10x10 = \$500
- 10x15 = \$610
- 15x15 = \$900

Custom tear drop flags are 6.5, 10 or 13 feet tall.

Tear Drop Flag Pricing:

- 6.5' = \$350
- 10' = \$630
- 13' = \$870

(Flag bases are an additional \$100 each)

Gemstone Sponsor:

- Up to 15 feet high by 15 feet long banner space
- Up to 8 tear-drop flags – up to 13 feet high
- Up to 4 Mater Tent CPs - First choice of placement

Macro-Diamond Sponsors:

- Up to 10 feet high 10 feet long banner space
- Up to 6 tear-drop flags – up to 10 feet high
- Up to 3 Master Tent CPs - Second Choice of placement

Micro-Diamond Sponsors:

- Up to 5 feet high by up to 10 feet long banner space
- Up to 4 tear drop flags – up to 6.5 feet high
- Up to 2 Master tent CPs - Third choice of placement

Kimberlite Sponsors:

- Up to 5 feet high by, 5 or 7 feet long banner space.
- Up to 2 tear drop flags – up to 6.5 feet high
- 1 Master tent CP - Fourth Choice of placement

13.0 CONTACT INFORMATION: WWW.ROCKANDICEULTRA.COM

For more information on sponsorship opportunities please contact:

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