

ALBERTA POWERLIFTING UNION



Sponsorship Details

The Alberta Powerlifting Union (APU) is the governing society that oversees the sport of powerlifting in Alberta. Powerlifting is the sport that tests pure strength. There are three events; the squat, the bench press, and the deadlift. Athletes get three attempts for each lift and the heaviest successful attempt is calculated towards his/her total. The highest total is declared the winner. The sport has seen 1000lbs+ squats, 700lbs+ benches, and 800lbs+ deadlifts. Alberta lifters have an important rank within Canada and around the world by having won national titles, set national records, and won world titles. On average the APU hosts six to ten powerlifting contest per calendar year that include a Provincial Championship, Western Championship (depending on year and which province has the bid), and local or city events. These events bring in from 20-70 athletes and 100-500 attendees. There are over 340 active athletes residing in Alberta. Our Facebook presence has over 900 likes with close to 2500 page views per week and our webpage brings in 300 unique views daily.

Sponsoring the APU aligns your company with a drug tested sport by WADA, governing body used by the Olympic sports committee, where athletes from all ages, all skill levels, and disability can compete in a friendly, fair, and safe environment. You, the sponsor, have the option to choose from four packages outlined below. Sponsors can be assured that the money received by the APU shall not be used for the profit of the executives or members. The money received will be directly used for areas that are needed to make the sport run. Mainly, it will be used for the cost of drug testing to keep our sport clean of any illegal or banned substances, purchase of new equipment to maintain the quality of our meets, and finally, promotion of our sport within Alberta.

The size and demographic of the APU allows for the acceptance of three corporate sponsors. The conditions for acceptance of sponsorship shall depend on what package per calendar year. Since the APU only has space for three sponsors, I encourage you to contact me back as soon as possible to help solidify your position in becoming an important role in the sport of powerlifting in Alberta and Canada.

With Respect,

Alberta Powerlifting Union

Website: www.powerliftingab.com

Email: alberta.powerlifting.union@gmail.com

“Alberta’s Strongest Sport”

Sponsorship Packages

Package	Cost, (\$)	Description
Basic	250	<ul style="list-style-type: none"> Sponsor Web Banner on APU webpage 12 Facebook posts: 1 per month or otherwise specified
Principle	500	<ul style="list-style-type: none"> Sponsor Web Banner on APU webpage 24 Facebook posts: 2 per month or otherwise specified Large banner at two APU contests
Comprehensive	750	<ul style="list-style-type: none"> Sponsor Web Banner on APU webpage 36 Facebook posts: 3 per month or otherwise specified Large banner at three APU contests Sponsor logo on Provincial Championship t-shirts
Custom	XXXX	<ul style="list-style-type: none"> Custom agreement decided between sponsor and Alberta Powerlifting Union.

Webpage Banner: Webpage based formatted material must be provided by sponsor to APU webmaster for upload. Banner may change up to three times per year for sponsor, as long as there is two weeks' notice for the desired change. This banner will be showcased on www.powerliftingab.com for the contract length.

Webpage Banner	Price	Description
Single	\$20/month	<ul style="list-style-type: none"> APU hosts your web banner for one month

Facebook Post: Must consist of relevant information regarding the sponsors business, products, news, updates, or approved events. The APU will post on an agreed monthly schedule. The schedule can be changed upon approval from APU and with two weeks' notice. If sponsor wishes to use total amount of posts earlier to help promote their company, they may also purchase additional posts at a later date.

Facebook Posts	Price	Description
Single	\$15/per post	<ul style="list-style-type: none"> <li data-bbox="1117 170 1515 268">• APU will post a status on our Facebook page on your behalf.

Sponsor Banner: May be present, in view of audience, at agreed upon contests in Alberta. Banner will be supplied by sponsor and will be the duty of the APU executive to fulfill presentation of the banner at the agreed upon events.

**Sponsorship banner contract does not include National Championships held in Alberta. An alternative deal must be struck with the contest director and interested sponsor for National Championship events.*

Provincial T-Shirt: Sponsor may have their logo printed on all Provincial Championship T-Shirts of the year the contract was struck. The logo will be placed on the back side of the t-shirt in black and white. Logo must be sent in appropriate format to meet director. APU executive will help mediate this transaction.

Any content that may put the Alberta Powerlifting Union in disrepute will not be posted or broadcasted, and the Alberta Powerlifting Union will review that sponsorship contract which may terminate the agreement. No refunds will be given under these circumstances.

If you are interested in pursuing a sponsorship affiliated with the Alberta Powerlifting Union, you may contact us via Facebook or email.

Email: Alberta.Powerlifting.Union@gmail.com

Website: www.powerliftingab.com

Email: alberta.powerlifting.union@gmail.com

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