



Sponsorship Proposal

I would like to begin by thanking you for the opportunity to propose our new idea for 2021. Port Colborne is a Fishing community and my life is all about fishing!

Having said this, I would like to point out that King of the lake has been in operation since 1999 and our first event was in Port Colborne when our marina was then run by Brad Wilson. We both had the same vision in these events. If you build a good event it will generate revenues for the partners in town in fact, I was part of the economic impact survey conducted by Joe Montgomery which turned heads with the dollar amount it provided in this area.

We will run again with or without Canal days on July 30-31 as per scheduled but we are adding a second event on Sept 10-11 2021. With Erie Tracker running a derby style event many have reached out to me to run a Tournament at another date and what better time then September to end the Season. We will group both events in order to crown a "King Of The Lake".

We need Help! As you know, we don't have any way of collecting money other than sponsors not related to the festivities. Due to covid protocols, we wont sell alcohol or food, we will leave this to Don Cherrys. Other tourneys have these concessions to help out. Alcohol sales on an event like ours can escalate to upwards of \$10000 plus sponsorships. Include food on top of this and now I have operating costs covered without taking entrants dollars.

My goal: We have run and continue to run two tournaments in St Catharines and 2 series, one on Lake Ontario and one on Lake Erie. We are part of eight other tournaments this year alone, this is our business. Our Goal is to have a low cost entry fee to get as many locals and out of towners in the main event with different divisions to enter for the more series teams.

The Event: July30 –31, 2021 and Sept 10-11 2021

1. Friday 6am-3pm Big Fish Friday followed by weigh in and Captains meeting.
 2. Saturday 7am – 4pm Maui Jim/ Vision Clinic Walleye open main event.
- *****NEW PROPOSED EVENT: King Of The Lake Champion! Best team over both events, all 4 days of Fishing. Help us make this happen!!**

Asking: We are asking for help in monetary form and a few perks.

1. The ramp be open to participants.
2. We are asking for \$5000 in order to cover tournament costs, prize purse, staffing, and other administrative expenses.
3. Waiver of fees for the use of the bandshell and H.H. Knoll Park.

I understand we may not have Canal Days but these events can continue to be put on with protocols in place as we did last year. These events are a staple in our town and our industry.

Thank you for your time and looking forward to serving you and the city.

Yvan Charrois