



ST. ALBERT **BMX**



Alberta BMX Supercross Association

ABS & ST. ALBERT BMX

Sponsorship Package 2023



Support Letter



Tory Nyhaug
2x Olympic BMX Racer/ Pan Am Games Gold Medalist
BMX Racing Coach
Re: Letter of Support- St. Albert BMX SX Track

To whom this may concern,

Hello, my name is Tory Nyhaug and I am a 2x Olympic BMX Racer for Team Canada. I went to the London 2012 and Rio 2016 Olympic Games for BMX Racing. I became an Olympic finalist in Rio 2016 finishing 5th. I also won a Pan American Games Gold Medal in Toronto 2015, Finished on the UCI BMX SX World Cup podium 6 times throughout my career, as well as won 13 Canadian National Championship titles.

I am writing this letter in support of the BMX SX track in St. Albert Alberta. BMX SX came into effect in the early 2000's as BMX was set to be in it's first Olympic Games in 2008. At that time, there were few permanent BMX SX tracks in the world as it was a new Olympic sport. Fast forward to today and most countries around the world have their own world class BMX SX track for their athletes to train on. Currently in Canada, we have 2 BMX SX tracks in Abbotsford, BC and Toronto, Canada. Both are utilized by riders in those respective places.

I have coached BMX clinics in Alberta since 2018, and currently personally coach a handful of riders in Alberta, and I can say from my own experience that there is a vast talent pool in the province. Many riders in Alberta are currently making finals and/or winning USABMX Nationals which are some of the most competitive races in the world. In addition to that, riders from Alberta have become World Championship finalists and have announced themselves on the world stage. Very few riders ever get to this level in their amateur/professional career, which is a remarkable feat.

Currently there is nowhere for these riders from Alberta to train/develop themselves on an Olympic caliber track. I am currently training Molly Simpson who is a Canadian National Team member, World Cup medalist, and 2024 Olympic Hopeful who has nowhere to train in Alberta. She must travel to BC or California to properly train and prepare for the Olympics. This is but one example of a world class rider that would greatly benefit from having a proper BMX SX track to train on in Alberta. The riders need a facility in Alberta to train on, and I can't think of a better idea than to have their own BMX SX Track.

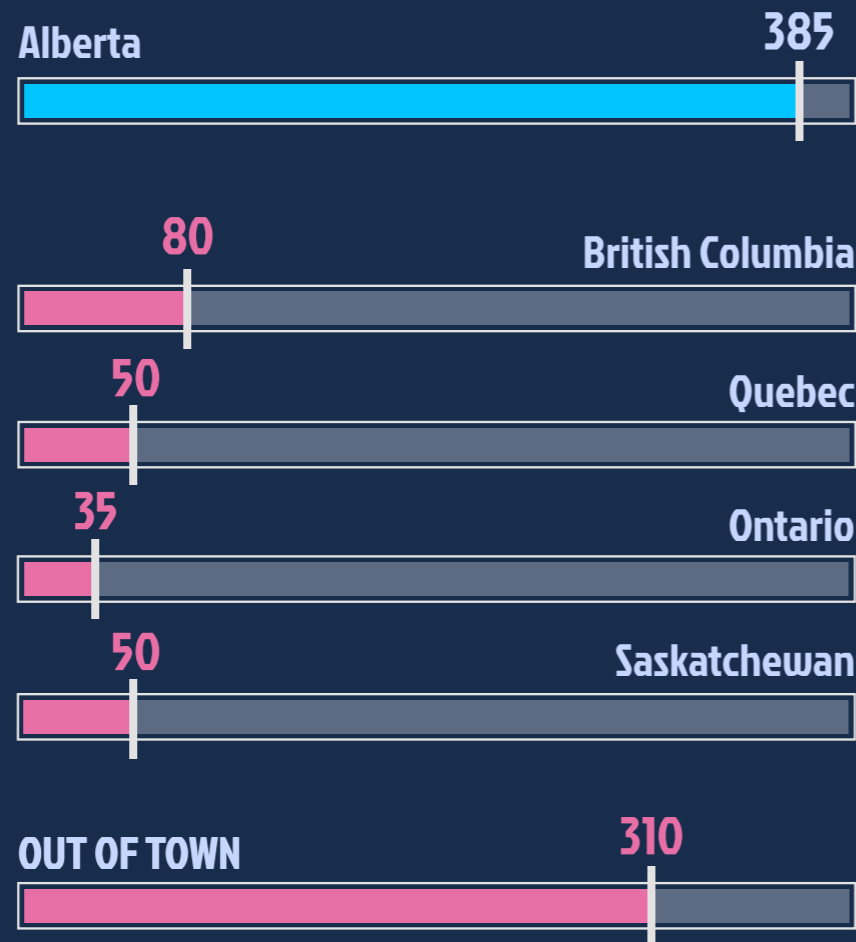
Sincerely,
Tory Nyhaug

Economic impact #1

St. Albert BMX | Canadian Nationals

Total Riders

700
AVERAGE RIDERS



Event Registration Revenue

$$\begin{matrix} \text{600} \\ \text{RACER} \end{matrix} \times \begin{matrix} \text{2} \\ \text{DAYS} \end{matrix} \times \begin{matrix} \text{50} \\ \$ \end{matrix} = \begin{matrix} \text{PER EVENT} \\ \$60,000 \end{matrix} + \begin{matrix} \text{50/50 x 2} \\ \$4,000 \end{matrix} = \begin{matrix} \text{\$64,000} \\ \text{TOTAL} \end{matrix}$$

Direct Flights

\$540,000



Economic impact #2

St. Albert BMX I Canadian Nationals

IMPACT ASSESSMENT OF MAJOR EVENT

ACCOMODATIONS \$ 148,800

FOOD AND BEVERAGE \$ 139,500

TRANSPORTATIONS \$ 30,000

LOCAL FOOD VENDORS \$ 30,000

RECREATION / ACTIVITIES \$ 46,500

\$364,800
TOTAL

Accomodations

$$\begin{matrix} 310 \\ \text{Racer} \end{matrix} \times \begin{matrix} 3 \\ \text{Days} \end{matrix} \times \begin{matrix} 160 \\ \$ \end{matrix} = \mathbf{\$148,800}$$



Transportation

$$\begin{matrix} 600 \\ \text{Racer} \end{matrix} \times \begin{matrix} 50 \\ \$ \end{matrix} = \mathbf{\$30,000}$$



On site food and beverage

$$\begin{matrix} 1500 \\ \text{Racer} \end{matrix} \times \begin{matrix} 2 \\ \text{Days} \end{matrix} \times \begin{matrix} 10 \\ \$ \end{matrix} = \mathbf{\$30,000}$$



Food and beverage and entertainment out of town

$$\begin{matrix} 900 \\ \text{Racer} \end{matrix} \times \begin{matrix} 3 \\ \text{Days} \end{matrix} \times \begin{matrix} 50 \\ \$ \end{matrix} = \mathbf{\$139,500}$$



$$\mathbf{\$364,800} \times \begin{matrix} 10 \\ \text{Events} \end{matrix} = \mathbf{\$3,648,000}$$

$$\mathbf{\$364,800} \times \begin{matrix} 20 \\ \text{Events} \end{matrix} = \mathbf{\$7,296,000}$$

JOBS

501

JOBS SUPPORTED DIRECT

648

JOBS SUPPORTED TOTAL

Level of Sponsorship Value Benefit

3 year term | Capital Campaign



Diamond \$100,000	Platinum \$50,000	Gold \$25,000	Silver \$10,000	Bronze \$5,000	Copper \$2,000
Naming rights & Logo on 8M Start Ramp, one opportunity	Naming rights & Logo on 5M Start Ramp, one opportunity	Announcer Tower Signage, 2 opportunities (2 visible sides facing west & north)	Naming rights on Finish Line, 3x7" Sign (upon availability)	Motoshed & Viewing area (choice FCFS, upon availability), 2x5" Sign	Logo on choice of Gate, 8 Opportunities on 5M hill
Permanent Site Recognition on the Founders Wall	Permanent Site Recognition on the Founders Wall	Permanent Site Recognition on the Founders Wall	Permanent Site Recognition on the Founders Wall	Permanent Site Recognition on the Founders Wall	Permanent Site Recognition on the Founders Wall
Framed Jersey, Personalized with company name, presented during ribbon cutting ceremony	Framed Jersey, Personalized with company name, presented during ribbon cutting ceremony	Framed Jersey, Personalized with company name, presented during ribbon cutting ceremony	Framed Jersey, Personalized with company name, presented during ribbon cutting ceremony	Framed Jersey, Personalized with company name, presented during ribbon cutting ceremony	Club correspondence, social media accounts & website
Club correspondence, social media accounts & website	Club correspondence, social media accounts & website	Club correspondence, social media accounts & website	Club correspondence, social media accounts & website	Club correspondence, social media accounts & website	Club Photo
Logo on St Albert BMX Club jersey for the term sponsorship	Logo on St Albert BMX Club jersey for the term sponsorship	Logo on St Albert BMX Club jersey for the term sponsorship	Logo on St Albert BMX Club jersey for the term sponsorship	Logo on St Albert BMX Club jersey for the term sponsorship	
Club Photo	Club Photo	Club Photo	Club Photo	Club Photo	

Photo Credits on page 9 | Pickens Photography



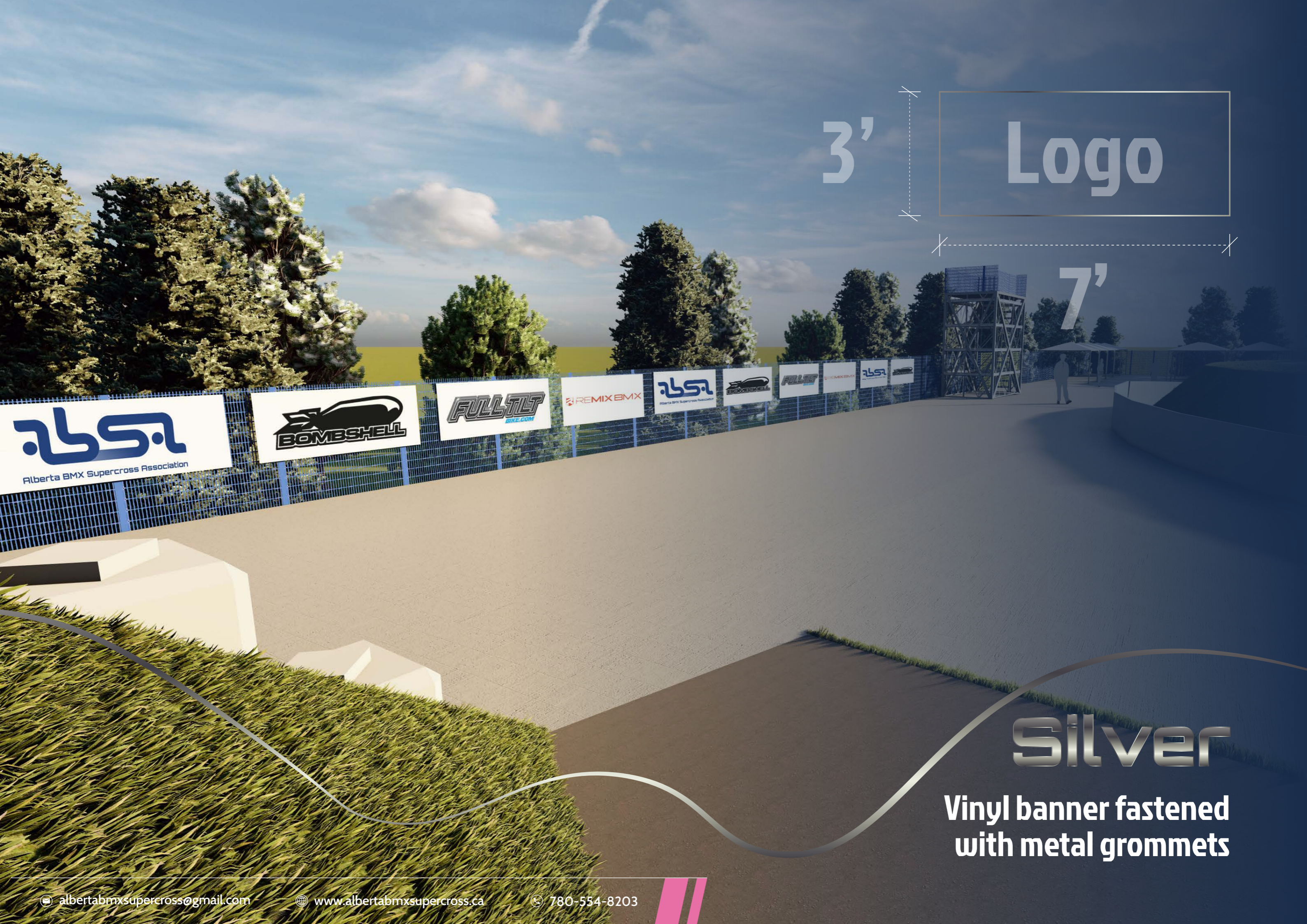
6'

Logo

10'

Gold

Vinyl banner fastened with metal grommets



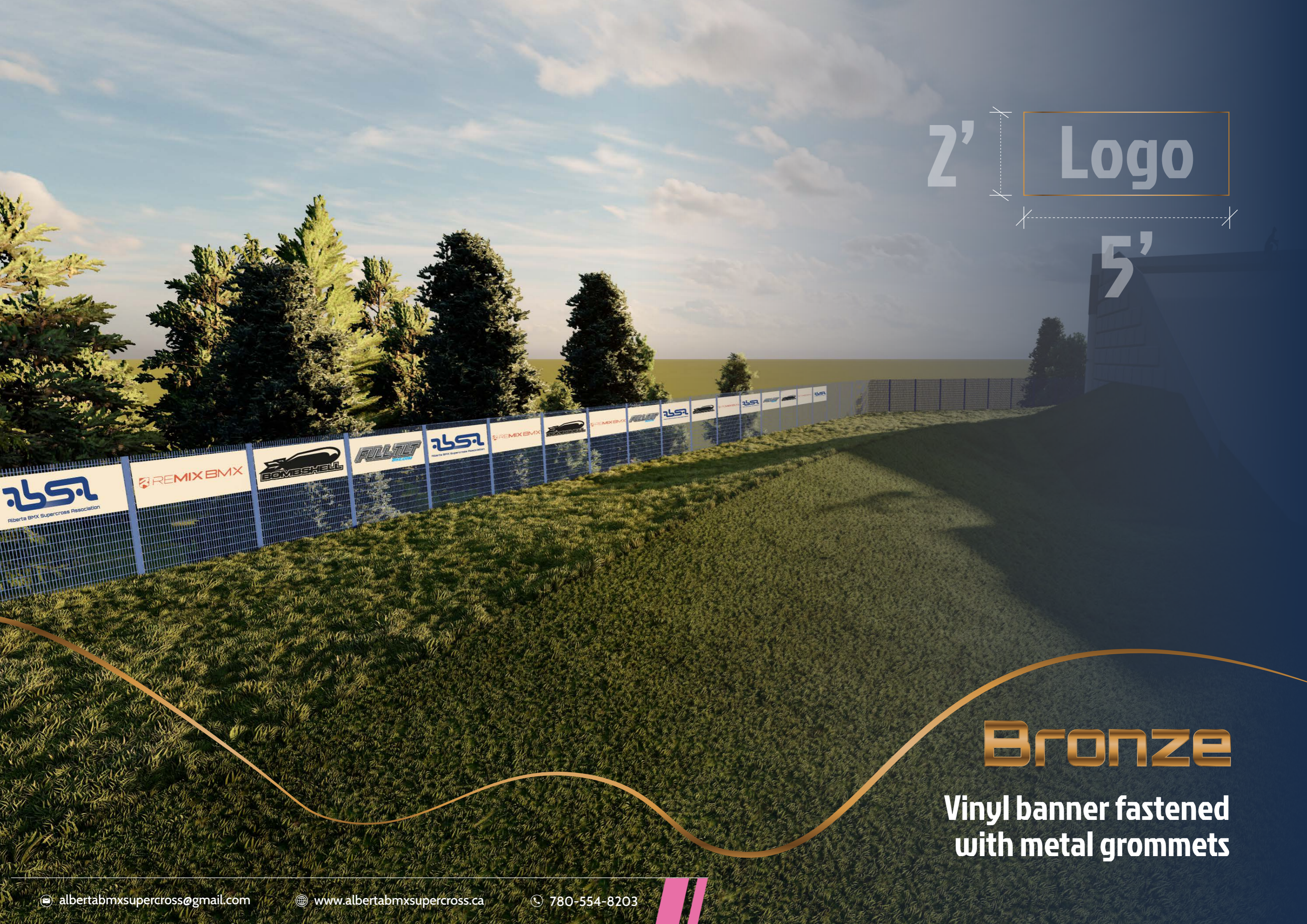
3'

Logo

7'

Silver

Vinyl banner fastened with metal grommets



Bronze

Vinyl banner fastened with metal grommets



ST. ALBERT **BMX**



Alberta BMX Supercross Association

Contacts

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