



# 2023 ALBERTA WAKE TOUR

The Alberta Wake Tour is only tour of it's kind in all of Canada and in 2023 will feature wakesurf at four stops over the summer.

**ALBERTA**  
WATER SKI  **WAKE**

# About The Tour

The Tour allows athletes to transition from a recreational level into a fun, encouraging, contest format that fosters development through the athlete pathway. The Tour seeks to achieve these fundamentals by providing competitors with community, a safe supervised environment, feedback from certified officials and coaches, mentorship, and skill based divisions.

The main objective of the Alberta Wake Tour is that our competitors have a fun experience. We strive to create an environment where athletes enjoy the experience and want to come back.

Wizard Lake Marine is committed to the Tour as the Title Boat Sponsor with Nautique. They graciously provide the all Nautique wake boat as the tow-boats for all 4 tour stops. Participation in the Wake Tour has increased over the years and we anticipate continued growth in the event as we have a greater reach in new venues for this season.

All events are expected to have 40 plus competitors cumulating with Provincials and a 60 plus person showing.



# About The Tour

## Demographics

The Alberta Wake Tour is family oriented and will offer participation opportunities from the very young to the young at heart. Most participants and spectators come with their families and spend the day participating and mingling on the shorelines. There is a great opportunity for sponsors and partners to associate and interact with the athletes and spectators throughout the course of the day.

Our participation from year to year has increased on the Wake Tour and we are thrilled to offer 4 stops this season. We had WSWA athletes that attended Wakeboard Nationals and many WSWA athletes attended Wakesurf Nationals and qualified and attended Wakesurf Worlds.



# Wake Schedule

**17  
JUN**

**STOP #1  
WIZARD LAKE**



**08  
JUL**

**STOP # 2  
COLD LAKE**



**29  
JUL**

**STOP # 3  
STAFFORD LAKE**



**26  
AUG**

**STOP # 4  
PROVINCIALS  
MACGREGOR LAKE**



# SPONSORSHIP OPPORTUNITIES



## Tour

Ability to have an on site presence & retails sales at all tour stops

Prime logo placement on all promotional materials, printed, website, e-newsletters, social media

Unlimited number of banners at all event sites (banners supplied by sponsor)

Logo inclusion on Tour Provincials Awards

Ability to contribute industry news articles for website and e-newsletters

Residual media coverage

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**\$1,500**



## Stop

Ability to have an on site presence & retails sales at the tour stop of choice

Unlimited number of banners at the tour site (banners supplied by sponsor)

Logo inclusion on WSWA website, minimum 1 e-newsletter and social media

Ability to contribute industry news articles for website and e-newsletters

Residual media coverage

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**\$500**

# Sponsorship Application

I would like to be a:

- Tour Sponsor - at least \$1,500 to be distributed across all 4 Tour Stops
- Stop Sponsor - at least \$500 to be used for the Tour Stop of your choice
- Stop Sponsor (other amount) \$ \_\_\_\_\_
- Your Stop Choice \_\_\_\_\_

Name \_\_\_\_\_

Cell # \_\_\_\_\_

Email \_\_\_\_\_

Company \_\_\_\_\_

I grant the permission to publicize names of individuals, company and brands associated with this sponsorship. Furthermore, I am authorized to grant this permission.

## PAYMENT

Please Etransfer: [suzanne@wswa.ca](mailto:suzanne@wswa.ca)

Email complete form to: [suzanne@wswa.ca](mailto:suzanne@wswa.ca)



# SPONSOR CONDITIONS

- Deliver merchandise to WSWA at least one week before the tour
- Provide a high resolution file of their logo and company name as it should appear on all promotional items, by June 1, 2023 (send to Jolene at [jolene@theglowexperience.com](mailto:jolene@theglowexperience.com))

# WSWA CONDITIONS

- Positively promote the sponsor's brand and product
- Work with the sponsor to deliver any other reasonable requests for marketing their brand

# MORE ABOUT US

WSWA is a non-for profit organization that was founded on June 2, 1967. Our members are from across Alberta and range from recreational water sports enthusiasts to world champions. In partnership with our clubs, volunteers, staff, members, coaches and officials, we strive to enhance all aspects of towed water sports through athlete, official, coach and organizational development.



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