

# LARGER THAN LIFE

## DISC GOLF FESTIVAL

### **Experience the Magic of Yukon: The Larger Than Life Disc Golf Festival 2024**

Set against the breathtaking landscapes of Yukon, the Larger Than Life Disc Golf Festival is not just an event; it's a destination. As the first of its kind, this festival combines the thrill of competitive disc golf with the serene beauty of the North, making it a truly unique sponsorship opportunity. Here's what sets us apart:

#### **Majestic Yukon Setting**

Our festival takes place in the beautiful Whitehorse region, with events at premier locations such as Solstice DiscGolfPark, Mt. Mac Disc Golf Course, and the Softball Yukon Pepsi Center. Sponsors can associate their brand with the pristine beauty of Yukon, appealing to those who value adventure and conservation.

#### **Community Impact**

We're committed to creating a festival that benefits the local community, supports sustainability, and promotes active lifestyles. Sponsoring our festival means directly contributing to these positive impacts.

#### **Diverse Activities**

Beyond disc golf, the festival features an eclectic mix of music, art, and culinary experiences throughout the Whitehorse region, attracting a wide audience. This diversity offers sponsors a broad platform for engagement.

#### **PDGA-Sanctioned Events**

Hosting multiple PDGA-sanctioned events at Solstice DiscGolfPark and other locations in Whitehorse positions the festival as a premier sporting occasion, drawing enthusiasts and professionals alike. This is an excellent chance for sponsors to reach the heart of the disc golf community.

#### **Inaugural Year Excitement**

As a sponsor of the festival's first year, you have the unique opportunity to be part of something from the ground up, setting the stage for future growth and establishing your brand as a foundational supporter.

#### **Why Sponsor?**

By aligning with the Larger Than Life Disc Golf Festival, you're not just gaining visibility; you're connecting your brand with unforgettable experiences, environmental stewardship, and a vibrant community. This is your chance to stand out, make an impact, and be remembered.

#### **Exclusive Sponsorship Tiers**

##### **Gold Sponsor (\$5,000)**

Engage directly with festival attendees by sponsoring workshops, clinics, and special events, along with recognition on Parked Pro coverage. Gold Sponsors gain notable recognition and interactive opportunities. Future Priority: Enjoy first choice on sponsorship opportunities in subsequent years, keeping your brand at the forefront of festival growth.

##### **Silver Sponsor (\$2,500)**

Tailored for brands seeking strategic placement, Silver Sponsors receive targeted visibility and interaction within the festival's key areas, perfect for detailed brand engagement. Multi-Year Benefit: Lock in your sponsorship rate for up to 3 years, guaranteeing consistent brand exposure and community connection.

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### **Bronze Sponsor (\$1,000)**

Support the festival's core initiatives and gain recognition across various platforms. Bronze Sponsors contribute to the festival's success while receiving broad acknowledgment. Early Renewal: The option for early commitment to future festivals showcases your brand's ongoing support.

### **Community Partner (\$500)**

Designed for local businesses aiming for focused visibility, Community Partners connect directly with the local community and festival-goers, enhancing local brand recognition.

### **Tee & Hole Sponsor (\$100-\$250)**

Direct engagement with disc golf players and spectators by sponsoring a hole, a tee, or a basket at one of the PDGA events. Hole Sponsors enjoy branding for the remainder of the season, with options for additional signage and multiple years for sustained visibility.

### **Supporter (\$50)**

Every contribution is valued. Supporters contribute to the festival's success and receive special mention in festival communications, celebrating the collective effort to create a memorable event.

### **Partner With Us**

Embrace this opportunity to align your brand with an event that celebrates athleticism, creativity, and community spirit. By sponsoring the Larger Than Life Disc Golf Festival, you'll not only achieve significant brand exposure but also become part of a legacy.

### **Parked Pro Media Coverage Benefits**

The Parked Pro Canadian Disc Golf Tour (CDGT) offers extensive media coverage, ensuring that sponsors receive maximum visibility. As a sponsor, your brand will benefit from:

- Branding on the tournament information section of the website.
- Listing as a coverage sponsor at the beginning of all coverage.
- Organic in-content discussion about your products and company.
- A 15-second ad spot for every 18 holes of coverage.
- Drone overview sponsorships, scoreboard sponsorships, and slow-mo replay sponsorships, providing multiple touchpoints for audience engagement.

Parked Pro has a substantial reach, with over 2.25 million YouTube impressions and significant engagement across social media platforms, making it an ideal partner for maximizing your brand's visibility.

### **Contact Us**

To explore sponsorship packages and secure your partnership, please contact:

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