



ISLANDHEROES.CA

ISLAND HEROES

-STRONG MAN COMPETITION-



Seeks your sponsorship !



2006 Competition
Rob Dales flips tire for reps

Points to note :

- Event hosted annually for the last four years
- Events are very entertaining
- Competition continues to grow
- Majority of the audience is athletic male youths 15-30 years of age.

Hello!

The Island Heroes Strongman Competition is seeking sponsorship this year.

Held every year on the Toronto Island this competition involves great crowd pleasing events such as log lifting, tire flipping, and sumo wrestling!

The competition is an excellent venue in

which to promote product or services aimed towards athletic youth 15- 30 years old.

We feel this event is a valuable place for your product or services promotional material to be seen.

The competition is seeking total support of \$3,000 from sponsors this year. We have set the event date for **Sat August 25th, 2007.**

Statement of need:

The Island Heroes Strong Man Competition is seeking sponsorship to grow and become a major annual sporting event in Toronto.

The competition generates visibility and opportunity for sponsors.

Each year the competition has had good spectator walk through with audience sizes numbering three hundred and above.

This year with an advertising campaign we expect attendance to be around one thousand.

Statistics taken from statscounter.com have indicated that there is a dramatic growth of interest in our competition locally as well as globally.

Last year our site received over 8,000 hits and it is expected that we will get double that this year.

It is the perfect time for the competition to seek assistance for growth!



2006 Competition

Adam Vet lifts the 'impossible' stone

The Events

1. Farmer's walk:

Competitors will walk with two five-foot lengths of railway track. The competitor that travels the furthest wins.

2. Log lift:

Competitors will hoist a heavy log overhead as many times as they can, the individual with the most repetitions wins this event.

3. Tire Flip:

Competitors will flip a heavy tire continually, moving from one side of the tire to the other. The competitor with the most repetitions wins this event.

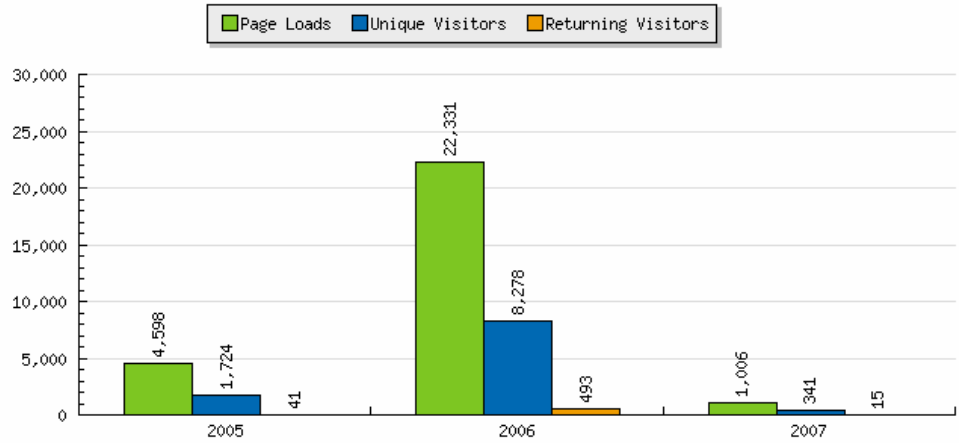
4. Rock Press:

Competitors will attempt to press a heavy rock over their heads; those succeeding in pressing the rock the furthest up will be declared the winner of this event.

5. Sumo Wrestling:

The top four competitors at this point will battle in a circular ring to eliminate their opponent.

Graph showing amount of visitors in 2005 next to total annual amount in 2006. Shows competitions rapid growth in popularity on the web: source statscounter.com



Project Description

We have obtained a permit to host the event on Toronto Island. There are great benefits to hosting the event there:

- Many island visitors will be in proximity
- History of athleticism on this particular island

Sponsor's donations will be obtained to help cover event costs, advertising, and prizes for competitors.

A proposal will be sent to Rogers Television community TV event coverage to see if our event can be televised. Advertising will then be implemented and press releases will be sent out.

Our sponsors advertising will be strategically placed as negotiated.

Participants who respond to advertising or contact Robert Dales through the Island Heroes website will arrive at the competition at least one hour early.

Here they will sign a liability waiver that has been approved by our lawyer and do some preliminary lifts to evaluate their fitness level and entry into the competition.

At 1PM in the afternoon the event will start.

Competitors will make their way through the events. At the end of all of the events the winner will stand on the podium and hold the trophy.



2002 Competition

Ben Laughlin and John Hadzi rumble in the Sumo Wrestling event.



**Island Heroes
Strongman Competition**

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**Island Heroes
Strongman Competition
Aug 25th 2007**

What's next?

If you are interested in taking that exciting role of becoming our sponsor, please refer to the exhibitor pricing sheet included within this brochure or available on our web site (<http://www.islandheroes.ca>) under the "sponsor" link to see our rates and options.

*"In union there is strength"
-Spanish Proverb*

Working together I believe we will form a mutually beneficial relationship.

Thank you for your time!

I know you are busy and your time is valuable.

Thank you for considering sponsoring our event. I look forward to working together with you on this project,

Sincerely,

-Rob Dales, *President*, Island Heroes



Competition 2001

Rob Dales bends a solid rebar

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