



# WILD AXE CHAMPIONSHIPS PARTNERSHIP OPPORTUNITY



WILDAXE.COM

16 PORTLAND STREET,  
DARTMOUTH, NS



# ABOUT THE EVENT



Join us in April 2024 for an exhilarating event like no other! Wild Axe Productions proudly presents the **Wild Axe Championships**, an extraordinary double-bit axe throwing competition that will bring the top 5 axe throwers from the West Coast of Canada and the East Coast. Brace yourself for an epic clash of skill and precision in both Teams and Singles competitions!

Excitement will be captured and shared with the world as the 2024 Wild Axe Championships will be professionally filmed and produced into three (3) captivating half-hour television episodes. These episodes will be aired on TSN throughout 2024-25, offering your organization an unparalleled opportunity to promote your business on the largest sports network in the nation. This is your chance to align your brand with the rapidly growing sport of competitive axe throwing!

Rest assured, Wild Axe Productions has an outstanding track record of hosting and delivering top-tier axe throwing competitions and events, including the prestigious 2022 World Double-Bit Axe Throwing Championships, as well as the unforgettable 2018 and 2019 Canadian Axe Throwing Championships.

We cordially invite you to join the success and become a proud partner of the Wild Axe Championships. The thrilling action will take place on April 8th and 9th at Timber Lounge Dartmouth, creating an atmosphere charged with adrenaline and camaraderie. Don't miss this opportunity to be part of something extraordinary!

Darren Hudson & Ryan McIntyre  
Hosts – Wild Axe Championships

Wild Axe Productions  
[www.wildaxe.com](http://www.wildaxe.com)

# SPONSORSHIP LEVELS



## TITLE SPONSOR \$50K

**Official Naming Rights:** Company name as the exclusive title of series.

**TSN TV Promotion:** 30 Second ad spot, shown a minimum 30 times.\*

\*Sponsor responsible for providing TV ready video production

**Maximum Visibility:**

- Prominent logo placement on the front of all athlete shirts.
- Eye-catching logo display above all targets.
- Central logo placement in the camera view of the throwing area.

**Engaging Brand Recognition:**

- Distinctive logo exposure during athlete interviews.
- Highlighted presence on the event sponsor board.

**Digital Presence:**

- Honorable mention in event credits.
- Prestigious company name listing on the official website.
- Regular social media shoutouts and dedicated tags.

# SPONSORSHIP LEVELS



## OFFICIAL PARTNER \$20K

**Limited Edition:** Only 5 partner sponsorships available!

**TSN TV Promotion:** 30 Second ad spot, shown a minimum 30 times.\*

\*Sponsor responsible for providing TV ready video production

### **Visible Presence:**

- Logo display on the back of athlete shirts.
- Prominent logo view within the camera's frame during the throw.

### **Engaging Brand Recognition:**

- Logo showcase during athlete interviews.
- Logo placement on the event sponsor board.

### **Digital Footprint:**

- Partner mention in event credits.
- Company name inclusion on the official website.
- Engaging social media shoutouts and tags.

# SPONSORSHIP LEVELS



## SPONSOR

# \$5K

### Event Exposure:

- Logo display during athlete interviews.
- Presence on the event sponsor board.

### Digital Engagement:

- Inclusion in event credits.
- Company name featured on the official website.
- Active social media shoutouts and tags.

## CONTRIBUTOR



# \$2K

### Digital Acknowledgement:

- Inclusion in event credits.
- Company name listed on the official website.
- Social media shoutouts and tags to recognize your support.

# SPONSORSHIP LEVELS



Level	Title	Partner	Sponsor	Contributor
Cost	\$ 50,000	\$ 20,000	\$ 5,000	\$ 2,000
# available	1	5	Unlimited	Unlimited
Naming rights to series	x			
TSN Advertising: 30 second video				
Logo on front of athlete shirts	x			
Logo on back of athlete shirts		x		
Logo above targets	x			
Logo in camera view of throwing area	x	x		
Logo in athlete interview area	x	x	x	
Logo sponsor board at event	x	x	x	
Company name in credits	x	x	x	x
Company name on website	x	x	x	x
Social Media shoutouts and tags	x	x	x	x