



## TEAM SPONSORSHIP PROGRAM

## SPRING-SUMMER 2009

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## INTRODUCTION

Thank you for choosing the Kilt & Caber; it is our extreme pleasure to sponsor your team!

The Kilt and Caber has now been serving the community of McKenzie Town and the South East of Calgary for ten years and we enjoy giving back to the community in any way possible.

Your team has been selected from numerous applicants for one of the following various reasons,

- local association
- devoted patrons
- returning sponsor

To ensure both the Kilt and Caber and your team benefit as much as possible from this relationship, we have developed the following package that will outline and highlight key components of your sponsorship program.

Following this package is a registration list to be filled out by each of your team members, signed and returned to us to activate your sponsorship account.

## OUR HISTORY

The Kilt & Caber opened its doors on November 22, 1999 to a very excited and welcoming community. There are many patrons who came in that day who continue to be a part of our regular clientele. The impressive entrance, unique shaped bar, full sized caber, original woodwork and Celtic inspired stained glass were all components encouraging our guests to come back time and time again, but the main feature was our customer service, and still is. The Kilt was a brain child of owner – operator Chad McCormick who envisioned how great a Scottish style pub could work in the community of McKenzie Towne. What was then a small community was included in many aspects of the pub including the final decision of its name.

Since its conception the Kilt & Caber has become a corner stone of the South East and is well known throughout Calgary and surrounding areas. Guests come from all over to taste our signature items, sample our large variety of beer and enjoy our customer service. Each year as the city grows so does our business and keeping up with the demand of our expanding company is always an exciting challenge. The future of the Kilt is dependent on the service we provide, the staff we hire and the continuation of the one team concept.

Our goal is to become the first place you think of when you want to see a sporting event, hold a party, have a nice dinner out or just meet some friends for a drink.

## JUST SOME FUN FACTS

- We have a selection of some of the most elite wines, scotches, ports and rye available
- Our capacity is 380 people
- We have 2 – 70 inch large screen T.V.'s, 6 – 32 inch T.V.'s, a 50 inch large screen and a 100 inch projection screen to show all sporting events
- We have a private function room available for all occasions. The room charge is between \$75 and \$250 depending on the event. It has 2 separate 47 inch lcd T.V's, bar and bathrooms. A separate special event buffet and platter menu is available for the upstairs as well. **\*\*Sponsored teams will receive the room free of charge. Perfect for team building opportunities or fundraising events ! (Subject to availability and with a minimum of 20 attendees)**
- The woodwork you will find around the bar is from an authentic European castle including show pieces such as our large mirror, back hallway entry and the front door is actually a wall panel from the castle.
- We have a gorgeous back bar that was hand crafted for us by a carpenter in Saskatchewan.
- We have an actual caber hanging over the bar (a caber is used for tossing in the highland games)
- The wait staff is dressed in traditional Scottish apparel
- We have 6 V.L.T.'s, 1 pool table, 2 Golden Tee golf games and 1 Big Buck Hunter game

## DETAILS OF SPONSORSHIP

### Initial Start Up Donation

Your team will receive an initial start up donation; this amount is based upon various factors

- size of team,
- location of team
- Previous sponsorship
- Team requirements
- other

This amount is determined on an individual basis with the management of the Kilt and Caber and the organizer or captain of each team.

### Sponsorship Cards

Your team will be given team sponsorship cards that have a unique identification code allocated to it.

This card will allow you to receive a discount of:

- 15% off regular priced drinks\*\*
- 15% off regular priced food \*\*
- 0.30 Cent Wings Saturday and Sunday 11am-4pm\*\*
- Special Team Pricing on Jugs of Canadian, Coors and Pilsner\*\*

As well as allowing you to receive your discount; the card will allow us to track your average spending at the establishment. It will track your weekly, monthly and overall yearly spending. This allows us to more efficiently and effectively track the teams we sponsor; additionally it will benefit you as a team because it will allow us to ensure you receive the proper proportional amount of initial start up donation in following seasons.

(\*\*These discounts will only be applied when a minimum of 5 team members are present)

A communication channel will be developed with your team's organizer or Captain where we can communicate the standings on bi-weekly or monthly basis of all the teams we sponsor and where your team falls in regards to overall spending and standings.

## END OF SEASON WIND UP PARTY

The Kilt and Caber sponsors numerous teams throughout the athletic seasons, and we would like to throw a wind up party for the team who we sponsor and spends the most over the allocated sponsorship period (one team for spring/summer sports and one for fall/winter sports).

Through tracking the spending that is allocated to your card we can then determine at the end of our sponsorship terms which team has spent the most and that team will receive a wind up party (or team building party if there season is still in progress) which will be in amount of 15%\* of their total spending over the sponsorship term.

The next top 3 teams will be guaranteed sponsorship for the following year and will be entered into a draw for a 15% increase in their initial sponsorship donation the next season.

\*The contribution to your wind up party will be in the form of food and beverages provided by the Kilt & Caber and will be held in our private function room based on availability.

The Following Table illustrates potential savings and the contribution amount to a wind up party based on visiting the Kilt and Caber twice a week and spending an average total bill of \$150.00.

### WITH 10 TEAM MEMBERS THAT'S ONLY \$15.00 EACH PER VISIT!

<u>Month</u>	<u>2 Visits Per Week</u>	<u>Amount Spent Per Visit</u>	<u>Total Monthly Spending</u>	<u>Immediate Discount</u>	<u>Contribution Wind Up Party</u>
April	8	150 x8	\$1,200.00	\$180.00	\$180.00
May	8	150 x8	\$1,200.00	\$180.00	\$180.00
June	8	150 x8	\$1,200.00	\$180.00	\$180.00
July	8	150 x8	\$1,200.00	\$180.00	\$180.00
August	8	150 x8	\$1,200.00	\$180.00	\$180.00
<u>Total During Sponsorship Term</u>				<u>\$900.00</u>	<u>\$900.00</u>

## TOTAL SAVINGS AND CONTRIBUTION OF \$1,800

### IN CLOSING.....

We are extremely excited that you have chosen to come to the Kilt and Caber for sponsorship. Your continued patronage is greatly appreciated.

Through this program we aim to give back to the community, build lasting relationships and promote the continuation of physical activity.

We wish all our teams the best of luck and successful season.

**We hope to see some championship trophies!**

#### Termination of Sponsorship

The Kilt and Caber reserves the right to revoke sponsorship at any time. Sponsorship can be revoked for abuse of discount privileges, instigation or participating in disturbances at the establishment, misrepresentation of the Kilt and Caber and/or illegal use of the Kilt and Caber name, logo and/or trademarks.



\*By signing you understand and agree to all details outlined in the Kilt and Caber sponsorship program