JAMAICA BOBSLEIGH FEDERATION

2016 SPONSORSHIP PACKET
SERIOUS ROI

Where else can you get up to 57.6 million international impressions of your brand at just one event during the winter months? Aligning your brand with our team delivers to you:

Global Exposure -- A truly unique, cross-cultural, global phenomenon, the Jamaica Bobsled Team remains an enduring sports story and the most popular bobsled team in the history of the sport

Demonstrated Teamwork -- Like you, we work together to achieve the highest goals of success

“Never Say Die” Attitude -- Like you, we have learned to ride the ups and downs of the marketplace, and have found a way to deliver superior results against stiff competition

Unique Engagement -- For your employees and your customers

An Economic Alternative -- Maximize your marketing dollar for the best ROI

A Green and Clean Image -- Get a sustainable energy edge

OUR EDGE

The Jamaica Bobsled Team offers unique, win-win partnerships. In the 90-year history of the Winter Olympic Games, no team has captured the imagination and brought as much excitement to those events as the Jamaica Bobsled Team. The inspiration of having a Jamaican team competing in a winter sport and the cool factor of being Jamaican, coupled with competitive, personable athletes allow us to transcend every conceivable barrier. No other team in our sport offers this broad appeal.

Aligning your brand with the team gives you instant global exposure. Moreover, you will definitely reap that “feel good” feeling from helping the team inspire others around the world to pursue their impossible dreams. The team’s success becomes your success, and fortu-
nately, we are involved in a sport that provides for unique branding opportunities—our helmets, racing uniforms, sleds, and much more.

From four-man and two-man sleds in the men’s competitions to two-man sleds in women’s events, the team’s popular athletes, their effable personalities, and highly visible racing equipment can carry your brand down the track at blistering speeds — and deliver it to new audiences across the globe.

The Jamaica Bobsled Team offers your brand a definitive edge in the one-of-a-kind sport of bobsled.
SPONSORSHIP BENEFITS

As a beneficiary of your organization’s support, the team will help you to achieve the following:

• Enhance your brand recognition
• Generate public excitement and interest
• Symbolize the rush and excitement associated with competition and extraordinary achievement
• Epitomize the grit and determination required to pursue aspirational goals

The following specific opportunities would be offered to your organization:

• Acknowledgment of sponsorship and mention of your brand in press releases and in social media by team members and officials
• Acknowledgment of sponsorship by placing your brand’s logo on a dedicated page on the revamped Jamaica Bobsleigh Federation website
• Periodic posts on the team’s Facebook page and Twitter account about its relationship with your brand
• Wearing of t-shirts/sweatshirts and caps, sporting your brand’s logo for promotional shoots and other public relations activities
• Availability of athletes and team officials for one public appearance event arranged by your organization
• Your brand’s logo placed on the sled, outerwear, and racing uniforms during training and races.

As a Jamaica bobsled team sponsor, our social-savvy athletes will proudly interact with your brand online:

• Your logo will appear prominently on the JBF website, Twitter, and Facebook pages
• Participate in unique, highly customizable social media promotions geared to drive traffic and create excitement for your brand
• Extend your digital reach by tapping into the power of the Jamaica Bobsled Team’s fan-driven communities
• Receive online ‘shout outs’ from athletes to help create buzz for your products and/or services.
MAJOR SPONSORSHIP LEVELS
GOLD PACKAGE ($1.2M over the next 2 years)

Benefits:
• Designated title sponsor of the Jamaica Bobsled Team

• Use of Jamaica Bobsled Team images, athletes, and officials for marketing campaigns

• Brand colors and design paint scheme on 2-man and 4-man bob-sleighs used during competitive and training events, except the Olympic Games (due to strict IOC regulations)

• Brand colors and design scheme on outer-wear and speed suits worn during competitive and training events, except the Olympic Games (due to IOC regulations)

• Display of the brand’s logo on clothing worn by athletes and officials during television appearances and spot interviews on television world-wide

• Display of brand’s logo on training and competition uniform, helmets and sleds, except during the Olympics (due to IOC regulations)

• Acknowledgment of sponsorship and mention of your brand by officials and athletes during press and electronic media interviews

• Brand signage on vehicles used by the Team and officials while traveling in North America and Europe

• Use of Jamaica Bobsled logo / name in conjunction with your brand’s logo on merchandise (e.g., t-shirts, sweatshirts, baseball caps, water bottles, winter wear, etc.)

• Appearance of athletes at promotional events (athletes and officials will be available for 6 weeks per year)

• Hospitality opportunities, including courtesy rides in the bob-sleigh with Team members for your organization and its clients, and other similar activities
• Your brand’s hospitality tent could also be set up at competitions, including the World Championships and Olympic Games

• Any other mutually agreed upon programs / activities based on your organization’s marketing initiatives

SILVER PACKAGE ($600K over the next 2 years)

Benefits:
• Use of Jamaica Bobsled Team images, athletes, and officials for marketing campaigns

• Display of the brand’s logo on clothing worn by athletes and officials during television appearances and spot interviews on television world-wide

• Display of brand’s logo on training and competition uniform, helmets, and sled, except during the Olympics (due to IOC regulations)

• Acknowledgment of sponsorship and mention of your brand by officials and athletes during press and electronic media interviews

• Brand signage on vehicles used by the Team and officials while traveling in North America and Europe

• Use of Jamaica Bobsled logo / name in conjunction with your brand’s logo on merchandise (e.g., t-shirts, sweatshirts, baseball caps, water bottles, winter wear, etc.)

• Appearance of athletes and officials at promotional events (athletes and officials will be available for 4 weeks per year)

• Hospitality opportunities, including courtesy rides in the bobsleigh with Team members for your organization and its clients, and other similar activities

• Any other mutually agreed upon programs / activities based on your organization’s marketing initiatives
**BRONZE PACKAGE ($300K over the next 2 years)**

Benefits:

- Use of Jamaica Bobsled team images, athletes, and officials for marketing campaigns
- Display of the brand’s logo on clothing worn by athletes and officials during television appearances and spot interviews on television world-wide
- Display of brand’s logo on training and competition uniform, helmets, and sled, except during the Olympics (due to IOC regulations)
- Acknowledgment of sponsorship and mention of your brand by officials and athletes during press and electronic media interviews
- Use of Jamaica Bobsled logo / name in conjunction with your brand’s logo on merchandise (e.g., t-shirts, sweatshirts, baseball caps, water bottles, winter wear, etc.)
- Appearance of athletes and officials at promotional events (athletes and officials will be available for 2 weeks per year)

**A LA CARTE SPONSORSHIP LEVELS**

Organizations will be able to purchase advertising space on the helmet, racing uniform and sleds. However, major sponsors would have the right to chose first.

**FIRST TIER ($200K over the next 2 years)**

Logos placed on three of the following locations, plus social media interaction:

- The front of the helmet
- the left breast of the racing uniform
- The right breast of the racing uniform
• The front of the sled

SECOND TIER ($150K over the next 2 years)

Logos placed on three of the following locations, plus social media interaction:
• The left and right shoulder
• Across the back of the racing uniform
• The thigh
• The back of the helmet
• The side of the sled
ABOUT BOBSLED

A Winter Olympics sport since the first games were held in 1924, today’s bobsleds are feats of advanced engineering. The first bobsled was created more than 110 years ago as a means of going downhill as quickly as possible by placing long runners on a toboggan. While the first sleds were made from wood, they were soon replaced by faster steel sleds. Today’s sleds utilize lightweight aluminum frames and fiberglass bodies.

Exciting and dangerous, bobsled teams typically reach speeds of more than 90+ MPH through twisting, turning tracks. Pull too hard on the steering ropes and the sled will skid. Steer too little and the sled is at the mercy of the track. Get everything just right and you’ll cover the course in about 60 seconds -- pulling up to 5Gs along the way!
TELEVISION EXPOSURE

Impressive global numbers, but, more importantly, impressive market penetration and growth in countries with new economies, like Russia. Data below is based on the 2010-2011 race season -- which did not include any Olympic Games.

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FEEL THE RHYTHM
FEEL THE RHYME!

Climb aboard, buckle up, and hold on as we - the definition of determination, excellence and focus - push towards the Winter Olympic Games in Pyeongchang, South Korea.

To discuss the many ways your organization can benefit from sponsorship of the Jamaican Bobsled Team, please contact:

Devon Harris
Secretary General
1-646-391-6669