

Dear Potential Sponsor,

We are writing to invite you to support our son, Matthew Baxter, a competitive water-ski athlete who represents Canada in national and international competitions. These include tournaments sanctioned by Water Ski & Wakeboard Canada, the national governing body, and the International Water Ski & Wakeboard Federation (IWWF). These competitions take place across Canada at the national level and at premier water-ski venues around the world for international events.

In 2024, Matthew had the honour of competing at the Pan American water Ski Championships in Bogotá, Columbia, gaining invaluable experience competing against top athletes from across the Americas and he was the recipient of the Burlington Sport Alliance Junior Male Athlete of the Year award. This year, Matthew has qualified to compete at the IWWF U17 World Championships in Argentina, an opportunity that represents a significant milestone in his athletic development. The cost of participating in this event alone, which includes travel, accommodations, equipment, coaching and competition fees, is approximately \$10 000 CAD.

Sponsorship Levels

To help offset these costs we are seeking sponsorship support from individuals and businesses who value youth development, sport and community involvement. We are offering the following sponsorship tiers:

- | | | | |
|------------------------|---------------|--------------------------|---------------|
| • Platinum: | \$2500 | • Silver Sponsor: | \$1000 |
| • Gold Sponsor: | \$2000 | • Bronze Sponsor: | \$500 |

We are also happy to discuss custom sponsorship levels, either greater than Platinum or below Bronze, to suit your interests and capacity.

Sponsor Recognition & Exposure

In appreciation of your support, we are pleased to offer sponsors exposure through a variety of channels, including:

- Listing sponsor names on all tournament entry forms, which are included in tournament news coverage and event broadcasts
- Sending you framed a photo with recognition signage acknowledging your sponsorship, suitable for prominent display at your place of business
- Acknowledging your sponsorship on our Instagram, Facebook and other social media platforms
- Linking to your website on wswo.ca and waterskiontario.ca websites, including:
 - news sections of both websites
 - dedicated areas highlighting provincial team members and their sponsors

Your support would play a meaningful role in helping Matthew pursue excellence in sport while representing our community and Canada on the national and international stage. We would be honoured to partner with you on this journey.

Details of Matthew's competitive results and international standing are available through his official IWWF athlete profile. A link to that and some additional information about Matthew, including photos of him participating in this unique sport are [available here](https://matthew.thebaxters.ca) (matthew.thebaxters.ca) or by scanning the QR code at the bottom of this letter.

Thank you very much for your time and consideration. We would be happy to provide additional information or discuss this opportunity further at your convenience.

Sincerely,

Rob & Emily Baxter
Burlington Ontario
rob@thebaxters.ca
289-983-7610

On behalf of
Matthew Baxter



<https://matthew.thebaxters.ca>



Slalom Event



Jump Event



Trick Event