



SPONSORSHIP REQUEST



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Jet Boat Racing Canada, a not-for-profit organization comprised of three race clubs—the BC Peace Country River Rats, Peace River Boating Association and Wapiti River Race Club. Jet Boat Racing Canada is seeking sponsorship to support the 2025 World Jet Boat Championship. As a pivotal organization dedicated to the growth and promotion of jet boat racing, we place a strong emphasis on safety and professionalism. By offering strategic support to our affiliated clubs, we ensure that jet boat racing events across Canada are not only exhilarating but also expertly planned, well-advertised, and safe. As the proud host of the World Jet Boat Championship, held every four years, we bring together teams and spectators from around the globe. Past championships have been hosted in the United States (2024 & 2023), New Zealand (2022), and Mexico (2021), and in 2025, we are excited to welcome this prestigious international event back to Canada. Hosting such an event of this magnitude requires substantial funding to guarantee the safety of all participants while attracting a global audience.

Since its inception in 1975, jet boat racing in Canada has grown into more than just a sport; it's a beloved family-friendly event. Following a successful rebranding in 2023, Jet Boat Racing Canada launched an interactive website and expanded its social media reach. Despite limited resources, our organic marketing efforts for the 2024 race season reached 128,136 people on social media, with 39,000 website interactions. For 2025, we are preparing an enhanced digital marketing strategy to achieve even greater engagement, with a multi-faceted paid campaign targeting broader audiences. Our ongoing collaboration with provincial governments, destination marketing organizations, local authorities, and businesses further amplifies our outreach.

The global appeal of jet boat racing is undeniable, with viral Canadian racing videos frequently surpassing 5 million views annually. This speaks to the strong interest in the sport and the expansive market it attracts. The World Jet Boat Championship, governed by the Union Internationale Motonautique (U.I.M.), rotates annually between Canada, the United States, New Zealand, and Mexico. In 2025, the Championship will take place from June 20th to June 29th, 2025, spanning multiple locations: Peace River, Alberta (June 20–22), Grande Prairie, Alberta (June 24–25), and Taylor, British Columbia (June 27–29). This international marathon not only tests the skill of competitors but also showcases the natural beauty and charm of our region.

We anticipate at least 35 race teams will compete in the 2025 World Jet Boat Championship, with participants from all over Canada, the United States, Mexico, and New Zealand. These teams, along with their crews, families, and supporters, typically arrive weeks in advance to prepare, and many stay after the event to further explore the region. This influx of visitors brings significant economic benefits to local businesses and the tourism sector. In 2024, the Canadian Circuit drew approximately 7,000 attendees, contributing to a noticeable economic impact in each host community.

The 2025 Championship is a meticulously planned event requiring robust community involvement and support. With its extensive media coverage—including digital marketing, radio, and potential television exposure—the Championship will present Canada as a premier destination for jet boat racing, tourism, and even potential relocation. International participants have consistently praised the quality of Canadian rivers, the welcoming atmosphere of our communities, and the support from local businesses.

Hosting this world-class event will increase the region's profile, stimulate tourism, and foster cultural exchange. This event will drive local engagement, economic growth, and regional pride while firmly establishing the area as a key player in the international sports community.



JET BOAT RACING CANADA ONLINE

WEBSITE:

An interactive website that highlights jet boat racing, featuring race events, teams, host communities, and the history of the sport. It also serves as a comprehensive trip planning resource for visitors, offering information on accommodations, dining options, and local activities to enjoy during the races.

www.jetboatracingcanada.com

YOUTUBE CHANNEL:

Here, you can watch race videos from each host community, along with exclusive interviews.

www.youtube.com/@JetBoatRacingCanada/playlists

SOCIAL MEDIA:



www.facebook.com/people/Jet-Boat-Racing-Canada/61552930420062/



www.instagram.com/jetboatracingcanada/



www.tiktok.com/@jet.boat.racing.canada



