

SAR 2001

The SAR 2001 Competition offers businesses an outstanding opportunity to present their products and associate their corporate image and logo with a major humanitarian activity that enjoys very high public esteem.

The expertise of the SAR-team partners in Canada (National Defence, the Coast Guard and the Coast Guard Auxiliary) is recognized by the public both in Canada and internationally, and the results are there to prove the great effectiveness of the existing system.

Thus, despite its great expanse, Canada has one of the most effective search and rescue programs in the world, because it succeeds in saving between 92 and 94 per cent of persons in distress.

The SAR 2001 Competition is a unique opportunity to play an important role among all those who contribute to the success of the Search and Rescue Program in Canada. This is especially true for governmental organizations, manufacturing companies, distributors, professional associations, or boating, safe-boating and high-tech firms.

Sponsorship Opportunities

1. COMPETITION NAME (MAJOR SPONSOR - \$15,000.00)

The competition will bear the name of the major sponsor, which will be associated with the Competition through the following vehicles:

Publications



Advertising of the event in the Auxiliary's magazines, Web sites and annual calendar.

Posters on the Competition site and at the closing banquet. A table of 8 will be reserved for representatives of the Major Sponsor.