



SOUTHERN ONTARIO AMAZING RACE **2012 SPONSORSHIP PACKAGE**

THE RACE

The Southern Ontario Amazing Race (SOAR) is a two day adventure race that raises funds for The Children's Foundation of Guelph and Wellington.

SOAR consists of twenty teams of two racing around Southern Ontario, competing in Challenges that test racers' mental and physical strengths. Teams travel by a variety of means (canoe, bus, car, train, helicopter, by foot) to get from Challenge to Challenge. To date, SOAR has traveled from Guelph to Kitchener, Waterloo, Cambridge, Oakville, Milton, Hamilton, Rockwood, Elora, Fergus, Brampton, Elmira, St. Jacob's, Georgetown, Brantford, Caledon, and Eden Mills.

"This was by far the best experience of my life to date." -Jocelyn Wessels, 2008 Racer



THE CAUSE

In the eight years of SOAR, teams have raised over \$400,000 for The Children's Foundation of Guelph and Wellington. In 2011, the pledge total reached \$74,000. SOAR is currently the largest fundraiser for The Children's Foundation.

No one else helps kids in Guelph and Wellington like The Children's Foundation. SOAR is proud to support the programs of The Children's Foundation which include providing funds to disadvantaged children, enabling them to participate in educational and recreational programs, supporting over 80 student nutritional programs at local schools, partnering families in need with donors who provide gifts and food during the holidays, and providing scholarships to deserving students.

"The Foundation continues to grow stronger and to help more children every year. SOAR is a huge part of that success story." -Peter Barrow, Former Chair of The Children's Foundation of Guelph and Wellington

SOAR – CATCH THE BUZZ!

SOAR attracts a lot of positive attention from the public because of its novel and exciting take on fundraising. SOAR would like to share our publicity with you. We are always looking for businesses interested in gaining exposure to a wide range of individuals. Be part of the buzz of Southern Ontario's most exhilarating fundraiser!

RACE SPONSOR - \$3,000

As a Race Sponsor, your company will be extensively promoted throughout the entire duration of the race, and during our pre-race promotions.

Media

- Mention in advertising and on-air interviews
- Mention in all press releases

Online Presence

- Sponsor logo with weblink displayed prominently on both the Home and Sponsors pages of www.therace.ca
- Sponsor logo on all Race E-Newsletters for 2012
- E-Newsletter feature article (announcement of sponsorship with company profile and weblink)
- Sponsor logo on our Facebook page and announcement of sponsorship via Twitter
- Sponsor feature in our online Race Photo Summary

Printed Materials

- Logo on racer pledge kits/sheets



Race Weekend

- Large logo on racer /volunteer t-shirts (approximately 200 shirts)
- Banner at public challenge locations
- Banner at starting line
- Sponsor logo on the race winners' "big cheque"
- Sponsor representative to present cheque to first place winners
- Invitation to SOAR awards dinner at race completion

CHALLENGE SPONSOR - \$1,500

As a Challenge Sponsor, your company will receive secondary promotion during the race weekend and pre-race promotions.

Online Presence

- Sponsor logo with weblink displayed on the Sponsors page of www.therace.ca
- Featured sponsor in one E-Newsletter (company profile with weblink)



Printed Materials

- Sponsor logo in our online Race Photo Summary

Race Weekend

- Medium logo on racer /volunteer t-shirts (approximately 200 shirts)
- Shared banner at public challenge locations
- Invitation to SOAR awards dinner at race completion

CHECKPOINT SPONSOR - \$500

Online Presence

- Sponsor logo with weblink displayed on the Sponsors page of www.therace.ca

Printed Materials

- Sponsor name in our online Race Photo Summary

Race Weekend

- Sign with logo at one checkpoint on race weekend
- Invitation to SOAR awards dinner at race completion

OTHER SPONSORSHIP OPPORTUNITIES

The dynamic and creative nature of the SOAR planning process allows the opportunity for many featured and personalized sponsorship opportunities for your business. Some examples are:

- **Feature Challenge (Value is dependant on the Challenge concept)** – A challenge is created at your business location / featuring your products / promoting your area of business
- **Transportation Sponsor (\$2,000)** – Your company is named as the official shuttle provider and all racer shuttles prominently feature your company logo
- **Lunch Sponsor (\$500 per day or \$1,000 for full weekend)** – Your company is named as the lunch sponsor and your logo is featured on signage at lunch locations
- **Awards Dinner Sponsor (\$500)** – Your company is named as the official SOAR awards dinner Sponsor
- **Prize Sponsor (Value is dependant upon the prize)** – Your company donates a prize to use as a fundraising incentive for our Racers

We are open to working with you to create a new and exciting sponsorship opportunity. Additional promotion including t-shirt and website logos can be packaged with the above opportunities.



Southern Ontario Amazing Race Sponsor/Donor Information

Contact Person:	
Company Name:	
Address:	
Phone:	Fax:
Email:	

Sponsorship Level

<input type="checkbox"/> Race Sponsor (\$3,000)
<input type="checkbox"/> Challenge Sponsor (\$1,500)
<input type="checkbox"/> Checkpoint Sponsor (\$500)
<input type="checkbox"/> Other Sponsorship Opportunity, Please Name:
<input type="checkbox"/> Prize Donation (please include description and value below)

Payment Information

<input type="checkbox"/> Cheque* <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard
Credit Card Number:
Expiry Number:

I would be pleased to make a donation to the Southern Ontario Amazing Race.

Signature

Mail, Fax or Email Sponsorship Reply Form to
 The Children’s Foundation of Guelph and Wellington
 87 Waterloo Ave, Upper Level, Guelph, ON N1H 3H6
 Fax: 519-766-4870 Email: ilona@therace.ca

Please email a high resolution corporate logo to ilona@therace.ca

***All cheques should be made payable to The Children’s Foundation of Guelph and Wellington**

Thank you for your generosity