



**TIED
TO A
CAUSE**

**2008
Sponsor Kit**

October 9, 2008 • 11:45 AM - 1 PM



www.ttac.ca

Why Tied to a Cause (TTAC)?



By contributing to the Tied to a Cause 1K Fun Walk Event, your organization is making the statement, “We support our local Cancer Centre and the importance of the funds raised remaining within the Windsor & Essex County community.”

Overview

Mainstream Marketing and Ccoral (Canadian Clinic of Rejuvenation and Longevity) are two community based organizations in Windsor who have created this 1 K Fun Walk Event to raise funds for enhancing the care and treatment of cancer patients in Windsor and Essex County (through education, cancer research or equipment).

In 2008, an estimated 27,300 people will die of cancer in Ontario, and 63,000 new cases will be diagnosed. Approximately 2,000 of those cases will come from residents in Windsor and Essex County.

We are all aware that cancer will eventually touch our lives in some way (through a family member, friend, neighbour or colleague) as cancer diagnosis are becoming more and more frequent. In the past five years, the Windsor Regional Cancer Centre has seen a 47% increase in visits. Your contribution to the Tied to a Cause Event is more rewarding than you know.

Our Goal

For the Tied to a Cause Event, as two local companies fed by local businesses, our goal is to support a local organization where the proceeds remain locally. We want the Windsor and Essex County cancer patients to benefit directly from this event.

The Tied to a Cause Event is a one hour event open to people of all ages and entry is simple. Participants must wear a tie (whether individually or as a team). Ties can be purchased or handmade and worn anywhere on the body (good judgment is encouraged). Prizes will be awarded for “fun tie” categories encouraging participants to be creative. The TTAC route takes place along Windsor’s beautiful waterfront & parkland near downtown Windsor. The walk starts at Burt Weeks Memorial Gardens at the corner of Riverside Dr. and Parent Ave. and continues to the “finish line” at the mouth of Ouellette Avenue where food and refreshments for the participants will be available. At the end of the race we will announce the prize winners for the “fun tie” awards, which are awarded to both individuals and teams.



How You Can Support



Major Sponsor

Your organization will be the official Major Sponsor of the Tied to a Cause Event. A monetary donation of \$2500 is requested to hold this position (only one position available for the Major Sponsor)

Included with this sponsorship, you will receive the following recognition:

- Exclusive logo placement on the Event Brochure Front Cover (along with the 2 Presenting Sponsors)
- Logo on the Sponsors page of the Event Brochure (under Major Sponsor category)
- Primary logo placement on all the Event posters
- Primary logo position on the Event website
- Mentioned as the Major Event Sponsor for all media coverage
- Mentioned as the Major Event Sponsor for all Public Relations Initiatives (logo or plug)
- Primary logo placement on Official Event Sponsor Board
- Primary logo placement on Finish Line Banner
- Logo on Official Event Countdown Calendar Boards (2)
- Announced as Major Sponsor by M.C. at Finish Line of the Event
- Logo placement on all e-marketing initiatives
- Link from Event website to Major Sponsor website
- Link on the Event email marketing initiatives to Major Sponsor website (logo will be used as link)

Sponsorships or Donations are eligible for a charitable receipt upon request.

Financial Supporter

Tied to a Cause welcomes monetary donations which will be donated to the Windsor and Essex County Cancer Centre Foundation. Financial donations will remain in this community to fulfill the Foundation's goal of keeping cancer donations LOCAL for the direct benefit of those affected by cancer in Windsor and Essex County.

Based upon contribution, the following donation inclusions consist of:

Donation of \$100

- Name placement on Sponsors page of the Event Brochure
- Name placement on all the Event posters
- Logo on the Event website

Donation of \$300

- Name placement on Sponsors page of the Event Brochure
- Name placement on all the Event posters
- Logo on the Event website
- Name placement on the Event T-shirts
- Name placement on Official Event Sponsor Board

Donation of \$500

- Logo on Sponsors page of the Event Brochure
- Logo on all the Event posters
- Logo on the Event website
- Logo on Official Event Sponsor Board
- Logo on Finish Line Banner
- Logo on the Event T-shirts

Donation of \$700

- Logo on Sponsors page of the Event Brochure
- Logo on all the Event posters
- Logo on the Event website
- Logo on Official Event Sponsor Board
- Logo on Finish Line Banner
- Logo on the Event T-shirts
- Logo on all Event print media
- Sponsor announcement by M.C. at the Event

Sponsorships or Donations are eligible for a charitable receipt upon request.

In-Kind Sponsor

The Tied to a Cause Event needs an assortment of in-kind donations including but not limited to: food donations, drink (water, etc.) donations, T-shirt donations, D.J. sponsor and assorted prize donations for participants.

Based upon contribution value, the following donation inclusions consist of:

Donation of \$100

- Name placement on Sponsors page of the Event Brochure
- Name placement on all the Event posters
- Logo on the Event website

Donation of \$300

- Name placement on Sponsors page of the Event Brochure
- Name placement on all the Event posters
- Logo on the Event website
- Name placement on the Event T-shirts
- Name placement on Official Event Sponsor Board

Donation of \$500

- Logo on Sponsors page of the Event Brochure
- Logo on all the Event posters
- Logo on the Event website
- Logo on Official Event Sponsor Board
- Logo on Finish Line Banner
- Logo on the Event T-shirts

Donation of \$700

- Logo on Sponsors page of the Event Brochure
- Logo on all the Event posters
- Logo on the Event website
- Logo on Official Event Sponsor Board
- Logo on Finish Line Banner
- Logo on the Event T-shirts
- Logo on all the Event print media
- Sponsor announcement by M.C. at the Event

Sponsorships or Donations are eligible for a charitable receipt upon request.

Media Sponsor

Media sponsorship opportunities are divided into two levels based upon the monetary value of the offer. These levels are as follows:

Lead Media Sponsor

(Minimum donation of \$2500; only one position available)

- Recognized as the “Lead Media Sponsor” for the Event for:
 - All Event posters
 - Event website
 - All Event media coverage
 - All Event Public Relations Initiatives (logo or plug)
 - On Official Event Sponsor Board
 - On Finish Line Banner
 - On Official Event Countdown Calendar Boards (2)
 - On the Event T-shirts
 - All e-marketing initiatives
 - Announced as Lead Media Sponsor by M.C. at Finish Line of the Event
 - Link from the Event website to Lead Media Sponsor website
 - Link on the Event email marketing initiatives to Lead Media Sponsor website (logo will be used as link)
 - Logo in the Lead Media Sponsor position of the Sponsors page of the Event Brochure

Sponsorships or Donations are eligible for a charitable receipt upon request.

General Media Sponsor (Donation of \$500+)

- Logo on Sponsors pages of the Event Brochure under Media
- Logo on all the Event posters
- Logo on the Event website
- Logo or plug for all PR./media coverage (with the exception of a conflict of interest with the Lead Media Sponsor)
- Logo on Official Event Sponsor Board
- Logo on Finish Line Banner
- Logo on the Event T-shirts
- Sponsor announcement by M.C. at the Event

Sponsorships or Donations are eligible for a charitable receipt upon request.