

Run Dufferin

presents Chase the Tornado...in support of



In response to the ongoing support of our events from the running community and local businesses, Run Dufferin is pleased to announce that we are presenting the **sixth** annual Chase the Tornado 10K Run and 5K Run/Walk. This event is scheduled for Sunday, May 22nd 2016. Mark your calendars!

The date commemorates a tornado that tore through Grand Valley and Dufferin County on May 31st, 1985. Our event is held at the Grand Valley Community Centre with a kids' event, vendor booths, and lunch to make it a family and community event. The race route, which starts and ends at the community centre, consists of rural roads and well groomed rail trail, with views of the Grand River. Of course, there are hills!

Our goal is to attract at least 300 participants to the event and to provide their accompanying family and friends with a fantastic way to spend a Sunday – in one of Ontario's best kept secrets, the beautiful town of Grand Valley!

We “thank you” for your support in 2015 and ask for your renewal. If you are a new sponsor, “welcome”! The success of the event will be dependent on the generosity of community minded individuals like you. We cannot express how grateful we would be for your participation and support.

Proceeds for the event will support the *Upper Grand Trailway Association (UGTA)*, a fundraising group and registered charity. UGTA members are local residents, service clubs and businesses from the community dedicated to improving the current trail system which runs from Waldemar to the Town of Grand Valley's western border, spanning 10.5 km of rail trail.

In 2014, *Chase the Tornado* added a new partner, *Grand Valley & District Minor Hockey Association (GVMHA)* - dedicated to fun, fair play and good sportsmanship. GVMHA offers hockey for boys and girls aged 4 to 17 years, in divisions Mite to Midget. In 2015, we added an opportunity for youth teams to win a trophy.

Run Dufferin, the UGTA and GVMHA are committed to building and supporting an active healthy lifestyle for the community. Run Dufferin pledges to gift the majority of the event proceeds to UGTA and GVMHA.

We know that your organization appreciates the needs of the trail-user community and assure you that your generosity will be publicly recognized. Please see the attached schedule of sponsorship benefits and options for an in-kind or monetary contribution. Of course, all donations are most welcome, including gifts for draw prizes! Participating businesses will be provided with a window sign showing their sponsorship.

Thank you in advance for your consideration of this important community event, and we look forward to any support that you can provide. Should you have any questions regarding this event, or would like to discuss further opportunities, please do not hesitate to contact us or visit www.ChaseTheTornado.com.

Sincerely,
Bob Collin
President
Run Dufferin

Kim Davison
President
UGTA

Kaye Martin
Volunteer
GVMHA

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2016 Sponsorship Opportunities

Feature	Platinum \$5,000	Gold \$2,000	Silver \$1,000	Bronze \$500	Vendor \$100
Company Signage on Start/Finish Gantry (signage provided by you)	X				
Option of addressing the participants, spectators and volunteers at event	X				
Logo or name (depending on availability) on <ul style="list-style-type: none"> • race shirt • lanyard of medal • bib • dominant placement on shirt 	3 options	2 options	one option		
Race Director's mention of your company to runners before the race and at the awards ceremony	X	X	X		
Recognition as a sponsor on marketing materials	X	X	X		
Your organization's name or logo on the event website	X	X	X	X	
Integration into pre/post event promotion via social media channels	5X	3X	2X	1X	
Verbal acknowledgement of your contribution by emcee	X	X	X	X	
Option of including your company's promotional items in the race kits	X	X	X	X	X
Opportunity to contribute gifts to the prize table	X	X	X	X	X

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Sponsorship Notes:

- Size and placement of logos (subject to event organizers' artistic discretion) on marketing materials, shirt, website, etc. will be commensurate with sponsorship level
- Sponsorships are considered firm once payment is received and will be awarded on a first-come, first-serve basis
- Area/tent/table allocations will be assigned based on sponsorship level and are subject to confirmation based on site restrictions (tent provided by sponsor)
- To arrange shipment/storage of items prior to the event, please contact info@RunDufferin.com
- In accordance with Canada Revenue Agency (CRA) donations provided in exchange for advertising/sponsorship are not eligible for a charitable tax receipt.
- Donation by businesses of goods from inventory: Canada Revenue Agency (CRA) permits charities, in this case the Upper Grand Trailway Association (UGTA), to issue a tax receipt to a business for the market value of a gift out of inventory.
- All sponsors will be given first right of refusal in 2017

For further information or to pledge your support, please contact:

Bob Collin, President, Run Dufferin
Phone: 519-940-2394
Email: Bob@RunDufferin.com

Kim Davison, President, Upper Grand Trailway Association
Phone: 519-928-2973
Email: UpperGrandTrailway@gmail.com

Kaye Martin, Volunteer, Grand Valley Minor Hockey Association
Phone: 519-938-7279
Email: kayelewington@hotmail.com

Donation / Payment Instructions:

Make cheque payable to:
Run Dufferin or Upper Grand Trailway Association

*Mail to: Run Dufferin/UGTA
Box 293, Orangeville, ON L9W 2Z7
Please indicate contact person, business name,
phone number and email address- as well as sponsorship level desired*

*Call Kim at 519-928-2973 for pick up of donated gift items
or bring to Sally Franco Real Estate in Grand Valley*