

Run Dufferin

presents



...in support of the Friends of Island Lake

We are presenting the 3rd annual Island Lake Classic 5K Run/Walk and 10K Run

In response to strong support from the running community, *Run Dufferin* is pleased to announce that we have added a 10K Run which is a loop around the new Lakeside Trail. This 3rd annual event will be held again at Island Lake Conservation Area – south side. The date is Labour Day Monday, September 7th, 2015. Mark your calendars!

Picturesque Island Lake Conservation Area is located in the Town of Mono, on the door step of Orangeville. The 5K route starts and ends at the park's pavilion and traverses groomed trail, boardwalk and rural roads with views of Island Lake. The 10K route stays in the park on the newly opened loop around the Vicky Barron Lakeside Trail and the Island Lake Family Trail. Our goal is to attract at least 300 participants and provide their accompanying family and friends with a fantastic way to spend Labour Day in what we call "***the prettiest 5K in Ontario!***"

We are writing to ask for your support. 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 *Friends of Island Lake*, a fundraising committee of the Credit Valley Conservation Foundation, a registered environmental charity. The *Friends* are engaged community members dedicated to improving the current trail system at Island Lake Conservation Area. Both *Run Dufferin* and the *Friends of Island Lake* are committed to building and supporting active healthy lifestyles in the Headwaters community. *Run Dufferin* pledges to gift the majority of the event proceeds to the *Friends*.

We know that your organization appreciates the needs of the trail user community. We assure you that your generosity would not go unnoticed. 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!

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.IslandLakeClassic.com.

Sincerely,

Bob Collin
President, Run Dufferin
905-936-3801 / Bob@RunDufferin.com

Terri LeRoux
Executive Director, CVC Foundation
905-670-1615 x424 / tlroux@creditvalleyca.ca

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2015 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			
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 Credit Valley Conservation Foundation (CVCF), 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 2016

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

Bob Collin
President, Run Dufferin
Tel: 905-936-3801
Email: Bob@RunDufferin.com

Donation / Payment Instructions:

Make cheque out to **Run Dufferin**

*Mail to Run Dufferin
Box 293, Orangeville, ON L9W 2Z7
Please indicate business name, phone number and email address*

*or
Call 905-936-3801 for pick up of cheque or gift item*