



Developing Minds, Building Character, Nurturing Faith

Dear Community Leader:

It's time for the 8th annual "Where's Franktown?" charity run held by Calvary Christian Academy (CCA). The "Where's Franktown?" run, syndicated with The Running Room, has grown by 20% each year and is now a popular event for beginner to elite athletes from Ottawa and surrounding communities. Last year, more than 500 runners participated and hundreds more enjoyed the legendary post-run barbeque!

Each year, local businesses sponsor the run. Their names and logos are prominently displayed around the race site and in front of media. The run is an ideal opportunity for businesses to advertise and connect themselves with a worthy local cause.

Proceeds from the run will benefit both Calvary Christian Academy (CCA), a local independent elementary school, and Noella Klawitter, a world-class blind runner and Carleton Place resident in her bid to participate in the 2012 Paralympics in London, England. Noella Klawitter is a wonderful inspiration for the children and the community. She has taught CCA students about overcoming adversity, and they have responded with letters of encouragement. The children have also trained hard and are thrilled they will run alongside Noella in the "Where's Franktown?" run.

This "small town" run has a "big town" heart, drawing participants from across the region. Noella's aspirations have drawn interest from across the country (see CBC website: http://www.cbc.ca/video/#/Shows/The_National/Sports/1290112409/ID=1764424189).

We invite you to share in the event as a sponsor and participant. With your support, the "Where's Franktown?" run will once again be a huge success for the school, for Noella, and for the community! Sponsorship information is on the backside.

Your consideration is greatly appreciated!

Chris Froggatt, Race Director
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Run registration: www.eventsonline.ca/events/franktown/

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Sponsorship Information

We welcome and encourage sponsors to:

- submit anything for the runners' table (e.g., business magnets, business cards, pens, pamphlets, flyers, etc.); and
- set up a booth and/or bring display items (e.g., business representatives can be on hand for promotion, display stock, etc.).

Sponsors will be thanked and acknowledged:

- in writing on literature in runners' bags;
- on posters throughout the school;
- verbally from the race starts; and
- from the podium at the awards banquet.

- ┌ \$500/km sponsors will get a sign with their logo on it for each kilometer they sponsor
- ┌ Higher level sponsors will have a signs posted at strategic locations along the route.

Sponsorship Levels

Bronze: \$500 per km or \$1000 for the 1km Family Fun Run/Walk

Silver: \$2000 for the 15 km Run

Gold: \$5000 for the 5km or 10 km Run