



Developing Minds, Building Character, Nurturing Faith

Dear Community Leader:

The 13th annual "Where's Franktown?" charity run held by Calvary Christian Academy (CCA) takes place on Saturday May 13th 2016. This run, syndicated with The Running Room, is a popular event on the Ottawa running calendar for beginner to elite athletes from Ottawa and surrounding communities. In 2016 close to 500 runners participated in the "Franktown" run and with their families enjoyed the complementary post-race barbeque hosted by families of the youth that attend CCA.

Each year our CCA Franktown Run organizing committee seeks out local businesses to help sponsor this event. For 2017 we are offering different Sponsorship packages as follows:

| | | |
|-----------------|--------------|----------------|
| \$5000 Platinum | \$2000 Gold | |
| \$1000 Silver | \$500 Bronze | \$200 Goodwill |

The Franktown Run is an ideal opportunity for local businesses to advertise and connect themselves with a worthy local cause. With the exception of Goodwill package, all sponsors are offered a range of promotional offerings. A leaflet showing the different levels of sponsorship is provided for your perusal.

All proceeds from the run will benefit the Calvary Christian Academy (CCA), a local independent elementary school that is celebrating 20 years of teaching and working with families to develop children of good character.

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 and for the community! Sponsorship information is on the backside.

Your consideration is greatly appreciated!

On Behalf of CCA

Email: wfrun@calvaryca.com

Website: www.calvaryca.com

Run registration: www.eventsonline.ca/events/franktown/



SPONSORSHIP PACKAGES

| | | Platinum 1 sponsor | Gold 2 sponsors | Silver Unlimited | Bronze unlimited | Goodwill unlimited |
|-----------------------------|---|-----------------------|--------------------|---------------------|---------------------|-----------------------|
| Sponsorship Elements | | \$5000 | \$2000 | \$1000 | \$500 | \$200 |
| 1 | Recognized as lead sponsor | Y | | | | |
| 2 | Your corporate banner placed at the CCA school parking lot where people gather | Y | | | | |
| 3 | Your corporate banner placed at the start/end of the race | Y | | | | |
| 4 | Exhibition stand (two table) at CCA school field where racers and families gather before and after the race | Y | | | | |
| 5 | Exhibition stand inside CCA school gym where the racers register and change for event | Y | Y | Y | | |
| 6 | Your Logo PROMINENTLY displayed on promotional materials (such as CCA Bag) | Y | Y | Y | Y | |
| 7 | Banners placed at prominent areas of race course (1Km / 2.5Km) - where ALL runners pass by | Y | | | | |
| 8 | Distribution of proprietary literature / product placement in bags | Y | Y | Y | Y | |
| 9 | Photos taken at event will be in front of corporate banner | Y | Y | | | |
| 10 | Logo on CCA "Where's Franktown" website | Y | Y | Y | Y | |
| 11 | Logo linked to your corporate / local business location | Y | Y | Y | Y | |
| 12 | Corporate recognition in event newsletter and in all subsequent news updates | Y | Y | Y | | |
| 13 | Complementary race entry for 4 people | Y | | | | |
| 14 | Complementary race entry for 2 people | | Y | | | |
| 15 | Complementary race entry for 1 person | | | Y | Y | |
| 16 | Complimentary BBQ | Y | Y | Y | Y | Y |
| 17 | Sponsorship of Water stations (Small Banner at water station) | | | | | Y |
| 18 | At the start of your sponsored race, the MC will announce who the race has been sponsored by | Y | Y | Y | | |
| 19 | MC / Hand out medals for 5K race winners | Y | | | | |
| 20 | MC / Hand out medals for 10K and 15K race winners | | Y | | | |
| 21 | Thank you letter | Y | Y | Y | Y | Y |

We welcome and encourage sponsors to submit anything for the runners' table (e.g., business magnets, business cards, pens, pamphlets, flyers, 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.