

SPECIALTY SUBARU

FALL

Tune-Up

RELAY

Sunshine Coast Athletics, c/o RR9, 787 Cascade Cres, Gibsons, BC V0N 1V9 • Race Director: Teresa Nightingale 604-886-7786
As of Sept 1st: c/o RR1, 8155 Westwood Rd., Halfmoon Bay, BC V0N 1Y1 • Race Director: Teresa Nightingale 604-885-8849

August 17th, 2005

Dear Business Owner / Manager / Community Group:

Hello again! It's time to get ready for the annual Specialty Subaru Fall Tune-Up Relay, coming up on October 2nd this year. The event, held in Gibsons Landing, has been a great success, thanks to sponsors such as yourself. Proceeds this year will again go towards both youth track and field and cross country running on the Sunshine Coast, and to Arbutus Sounds Chorus, both of whom volunteer at the Relay. Last year, \$3200 was raised to support youth athletics and the arts.

You are invited to return as a sponsor and take advantage of this opportunity to gain increased recognition (both from local residents and out-of-town participants) by supporting our now established event. Please read the attached sponsorship information pages for 2005 and consider how you can help us make this event a success again, while gaining some inexpensive advertising and community goodwill for your business or organization. Please note the **August 24th deadline** to have your name/logo included on our event brochures and posters.

Yours sincerely,



Teresa Nightingale
Race Director, Specialty Subaru Fall Tune-Up Relay 2005
Tel. 604-886-7786 until Aug 31/05; 604-885-8849 as of Sep 1/05
Email: director@falltuneup.com
Website: www.falltuneup.com



Advertising / Sponsorship Opportunity

The Event

- Name: Specialty Subaru Fall Tune-Up Relay 2005
Description: Road running relay – 4 x 4 km and 4 x 2 km + 2-person team;
+ Tot's Trot (pre-school) fun run around park
Hosted by: Sunshine Coast Athletics and Arbutus Sounds Chorus
Proceeds to: Local youth athletics; partial proceeds to Arbutus Sounds
Sanctioned by: BC Athletics (includes insurance)
Where: Gibsons Landing (Dougall Park start/finish)
When: Sunday October 2nd, 2005, 9:30AM
Race Director: Teresa Nightingale 604-886-7786 (to Aug 31); 885-8849 as of Sep 1
Categories: Open, Masters, Junior, Juvenile (4 x 4km);
Youth, Family (4 x 2 km); Elementary School Challenge
(cash prizes for highest participation) – info kit sent to schools

Participant Profile

Participants range in age from 2 years to 70+, with the majority of adults in the 30-55 year range, and a concentration of elementary school age children (whose parents often accompany them to the event). Runners generally come from the middle to upper income level, with post-secondary education. We are expecting between 50 and 60 teams of 4 people (200-240 participants) for this sixth year.

Types of Sponsorship

We are gratefully accepting donations of cash or product/service to help with the success of this event. Cash donations will help pay for timing equipment rental, traffic cone rental, print materials, runners' numbers, awards, site rental fees and miscellaneous postage and supplies. Product/service donations can be for prizes (products or gift certificates), post-race refreshments, brochure printing, water, etc.

Sponsorship Levels (cash or product/service, retail value):

- Title (1 only, Specialty Subaru): cash \$2000+
Gold: \$500-\$1999
Silver: \$300-\$499
Bronze: \$100-\$299
Supporting: \$10-\$99

Benefits of Being a Sponsor

Community Recognition

By supporting this event you will be recognized as a positive force in the community, helping to promote health and fitness for all ages as well as supporting local youth athletics and the performing arts (Arbutus Sounds Chorus).

See next page for details of sponsor benefits associated with each level.



Sponsor Benefits – 2005 Specialty Subaru Fall Tune-Up Relay

Benefit	Title	Gold	Silver	Bronze	Supporting
Sponsor name to be part of the event name wherever it is spoken, printed, displayed electronically, or engraved	Yes				
Logo displayed prominently in pre-event ads placed in the Coast Reporter and any other publications; logo printed larger than all others in all print material	Yes				
Banner displayed on the finish line structure on race day (in addition to provider of finish line structure)	Yes				
1 Complimentary team entry and up to 4 complimentary souvenir garments	Yes	Yes			
Option to set up booth in Dougall Park on race day (other promotional ideas will be considered)	Yes	Yes			
Sponsor certificate suitable for displaying	Framed	Yes			
Opportunity to include coupons or advertising flyers (at sponsor's expense) in the race packages - bags containing bib numbers, safety pins, and instructions for participants. One package per team.	Yes	Yes	Yes		
Display banner in Dougall Park on race day	Yes	Yes	Yes		
Verbal acknowledgement of sponsorship at the awards ceremony	Yes	Yes	Yes	Yes	
Logo displayed wherever sponsors are listed	Yes	Yes	Yes	Yes	
Sponsor name announced at awards ceremony if donor of major draw prize (\$100 value or higher); name displayed on draw prize board for smaller prizes. All participants will be examining prize board to see if they have won.	n/a	Yes	Yes	Yes	Yes
Sponsor name or logo listed on the following: School Info Packs, full-colour posters posted in many locations, race website at www.falltuneup.com (sponsor page with links to sponsor websites where applicable), in team race package.	Logo	Logo	Logo	Logo	Name
For sponsors who submit a signed agreement form by <u>August 24th, 2005</u> : Sponsor name or logo listed on the event brochure, of which 3000 will be printed and distributed on the Sunshine Coast, in the Lower Mainland, and to running stores throughout BC.	Logo	Logo	Logo	Logo	Name



Specialty Subaru Fall Tune-Up Relay 2005 Sponsorship Agreement

If form received by **August 24, 2005**, your logo / name will be included on our event brochures/posters.

*Please print clearly; *=required field*

*Name of Business _____

*Name of Contact Person _____

*Business Phone _____

Fax _____

Email _____

*Website URL if applicable _____

*Full MAILING Address _____

Physical Address (for website ad) _____

“Blurb” about business (for website ad) _____

Description of donation (cheques payable to Sunshine Coast Athletics):

Please check one:

- Gold \$500-\$1999 Silver \$300-\$499 Bronze \$100-\$299 Supporting \$10-\$99

Please check all that apply:

Cheque Amount \$ _____ (or range, if known at this time)

Product Service Gift Certificate(s) Retail Value \$ _____

Description / details: _____

Donation included with this form Donation to be delivered or picked up by Sep 30/05

Will provide flyers/coupons for race packages (Silver & higher)

Would like to set up booth on race day (Gold & higher)

T-shirt size (Gold & higher): S M L XL (unisex sizing)

By signing below I agree that I or my company/business/organization will provide Sunshine Coast Athletics with the donation as described above, on or before Sep. 30/05, for the 2005 Fall Tune-Up Relay. Bankruptcies/closures exempt. A donation of equal or greater value may be substituted if the specified donation is unavailable.

Authorized Signature: _____ **Date:** _____

Please return to: Sunshine Coast Athletics, c/o RR9, 787 Cascade Cres, Gibsons, BC V0N 1V9
(by Aug 29) Email: director@falltuneup.com • Fax 1-253-423-9460 (24 hrs, e-fax)

As of Sep 1: Sunshine Coast Athletics, c/o RR1, 8155 Westwood Rd, Halfmoon Bay, BC V0N 1Y1