



## SPONSORSHIP LETTER

September 2022

**Great opportunity for your organization to make a big difference in the lives of people of the Town of the Blue Mountains!**

The Thornbury-Clarksburg Rotary Club is working on identifying projects to improve our community's amenities for all ages and abilities. We believe that ensuring inclusion in social and recreational aspects of life are important to a community's health, vibrancy and resiliency. Funds are needed for these projects and the T-C Rotary club is hosting **The Kindness Gala** to raise the initial funding for one large or several smaller projects which we are planning to announce later this year. We are reaching out for major sponsors for our upcoming gala fundraiser. Our goal for this fundraiser is \$80,000.

We are truly excited to share details of this prestigious event! The Kindness Gala will take place on the evening of Saturday, November 12th, 2022 and is built around our Kindness theme, something which our club is extremely proud of and which evolved as a result of the pandemic. The date has been purposely selected to coincide with International World Kindness Day, the following day. The event will be held at the new and impressive Georgian Peaks Ski Club, Hwy 26, Thornbury. We will have 200 guests in attendance, and expect to also attract and include members of the ski club through the club's direct advertising of our event. The tickets are \$195 per person and we are looking forward to a successful sell out event. During this sophisticated evening, we will enjoy a sumptuous dinner with plentiful choices, accompanied by wine. Following dinner, we will have an exciting **Live Auction** and then we will dance away the evening with a fabulous band from Toronto. The event will also include an **online Silent Auction** preceding the Gala. Given our demographics and factoring in the venue, we anticipate our guests to typically be of 40 years of age and above, enjoying an affluent lifestyle.

By sponsoring our Kindness Gala, you will help us to enhance the health and vibrancy of our community for people of all ages and abilities and build your goodwill within this amazing place we call home. We are offering varying levels of sponsorship as outlined below.

### **Platinum Sponsorship Level - \$10,000.00 - 1 (one) available**

- Premium seating for a 'full honorary table' with 10 complimentary tickets for you and your guests to attend the event, plus company recognition sign.
- Your business will be recognized as our major sponsor during a week of radio broadcasting commercials beginning October 17th across the Georgian Triangle with Classical 96.3 FM.
- Immediate advertising on our ticket sales platform, where guests purchasing tickets will see your business as one of the Gala's major sponsors, complete with your logo and website link.
- Your logo/link will have a prominent place on the homepage of the T-C Rotary Club website for a period of approximately one year up until the launch of our 2023 Gala.
- Commentary exposure at the event by our MC.
- Logo website/link prominently displayed as Platinum sponsor on event materials, including Gala program, and event posts on social media channels.
- You will receive three bottles of wine to be enjoyed.

#### **Gold Sponsorship Level - \$5,000.00 - 2 available**

- Premium seating with 4 complimentary tickets for you and your guests to attend the event, plus company recognition sign.
- Immediate advertising on our ticket sales platform, where guests purchasing tickets will see your business as one of the Gala's major sponsors, complete with your logo and website link.
- Your business with logo/link will be placed on the homepage of the T-C Rotary Club website for a period of approximately one year up until the launch of our 2023 Gala.
- Commentary exposure at the event by our MC.
- Logo website/link prominently displayed as Gold sponsor on event materials, including Gala program.
- You will receive two bottles of wine to be enjoyed.

#### **Silver Sponsorship Level - \$3,000.00 - 3 available**

- Premium seating with 2 complimentary tickets for you and your guest to attend the event, plus company recognition sign.
- You will receive one bottle of wine to be enjoyed.
- Immediate advertising on our ticket sales platform, where guests purchasing tickets will see your business as one of the Gala's major sponsors, complete with your logo and website link.
- Your business with logo/link will be immediately placed on the homepage of the T-C Rotary Club website for a period of approximately one year up until the launch of our 2023 Gala.
- Commentary exposure at the event by our MC.
- Logo website/link prominently displayed as Silver sponsor on event materials, including Gala program.

#### **Bronze Sponsorship Level - \$2,000.00 - 5 available**

- Premium seating with 2 complimentary tickets for you and your guest to attend the event, plus company recognition sign.
- You will receive a bottle of wine to be enjoyed.
- Immediate advertising on our ticket sales platform, where guests purchasing tickets will see your business as one of the Gala's major sponsors, complete with your logo and website link.
- Your business with logo/link will be immediately placed on the homepage of the T-C Rotary Club website for a period of approximately one year up until the launch of our 2023 Gala.
- Logo website/link prominently displayed as Bronze sponsor on event materials, including Gala program.

#### **About the Rotary Club of Thornbury-Clarksburg**

Rotary International is a nonprofit, humanitarian service organization which brings together individuals in order to provide community service. Since 1938, the Thornbury-Clarksburg Rotary Club has been working to fulfil needs in the Blue Mountains community and around the world. T-C Rotarians give their time so that every cent of every dollar we raise fulfils those needs. And much of what is raised stays in our community. Our most recent community projects include the 'Tree Trust Planting Event' where over 600 trees were planted in two local locations. One of the many great community services provided by Beaver Valley Outreach (BVO) is the Beaver Valley Pre-School. T-C Rotary has so far donated \$20,000 of \$25,000 committed in support of the Pre-School over five years. In addition, a \$5,000 donation to the BVO was made to fund the expansion of their Community Gardens. A contribution was made of \$125,000 for an MRI at the Owen Sound Regional Hospital. More information is available at [www.tcrotaary.ca](http://www.tcrotaary.ca).

Thank you for your time and consideration of these sponsorship opportunities. It would be great to discuss these further with you. We look forward to working with you as one of our major sponsors to help promote your involvement in the Gala and build relationships that we hope will blossom in the future. I look forward to hearing from you very soon.

Kind regards,

**Helen Conroy**  
**Thornbury-Clarksburg Rotary Club,**  
**Gala Chair 2022-23**  
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