



Oliver Loney

Learn more about CF Raceday www.cfraceday.com

CF Raceday

2011 Sponsorship



Join Oliver and many others to be a part of this “Unique Day of Driving Experience”

Learn more about Cystic Fibrosis www.cysticfibrosis.ca

Winners Cup, Title Sponsor \$7,500.00

- Exclusive brand exposure at venues
- Title event branding opportunity
- Partnership on our Website, posters, social media
- Prominence at all event venues
- 10 CF Raceday registrations
- Logo on all t-shirts sleeves
- Product sampling/sales opportunity
- Print ad in Navigator package/insert
- Recognition plaque
- Premium recognition at event finale



Checkered Flag Sponsor \$3,000.00

- Premium position on Website, posters, social media
- Premium position on event t-shirts
- 4 CF Raceday registrations
- Product sampling opportunity
- Print ad in Navigator package
- Recognition plaque
- Premium recognition at event finale



White Flag Sponsor \$1,000.00

- Recognition on website, poster and social media
- Logo on T-Shirt back
- 1 CF Raceday registrations
- Listing in Navigator package
- Recognition at event finale



Limited Partnership Opportunities

Auto Slalom Event Sponsor \$3,000.00

- This popular event will be presented by your brand includes product display/sampling
- Partnership on our Website, posters, social media
- 4 CF Raceday registrations
- Product sampling/sales at venue
- Premium Logo placement on T-shirt
- Recognition plaque
- Print ad in Navigator package/insert
- Recognition at event finale

Delaware speedway Sponsor \$2,500.00

- This popular event will be presented by your brand includes product display/sampling
- Partnership on our Website, posters, social media
- 4 CF Raceday registrations
- Product sampling/sales at venue
- Premium Logo placement on T-shirt
- Recognition plaque
- Print ad in Navigator package /insert
- Recognition at event finale

Registration Venue Sponsor \$1,500.00

- Event branding opportunity
- Partnership on our Website, posters, social media
- 3 CF Raceday registrations
- Product sampling at venue
- Recognition plaque
- Print ad in Navigator package/insert
- Recognition at event finale

Lunch Sponsor \$2,000.00

- Event branding opportunity
- Partnership on our Website, posters, social media
- 3 CF Raceday registrations
- Product sampling at venue
- Recognition plaque
- Print ad in Navigator package /insert
- Recognition at event finale

Green Flag Sponsor \$500.00

- Recognition on website poster & social media
- Listing in Navigator pkg
- Recognition at event finale



Yellow Flag Sponsor \$300.00

- Recognition on website & poster
- Listing in Navigator package
- Recognition at event finale



Gift Sponsor

- Website
- Navigator package
- Recognition at event finale



“Cystic Fibrosis is the most common, fatal genetic disease affecting young Canadians”

Glossary of Terms:

Item	Explanation
Limited Partnership Opportunity	<ul style="list-style-type: none"> • These unique and limited direct marketing opportunities are offered on a first come, first serve basis only • Qualified CF Raceday supporters will enjoy the opportunity to display products and services and directly interact with event participants
Exclusive brand exposure	Receive complete access to all venues and activities on event day
Display booth	Sponsors are invited to display products at the Plunkett Estate to all event participants (retail sales are kindly omitted)
Product sampling	Sponsors are invited to display and sample products at the Plunkett Estate to all event participants (retail sales are kindly omitted)
Product sales	Sponsors are invited to display and sample and offer products for sale at the sponsored venue or Plunkett Estate to all event participants
Navigator Package Print ad and item insertion	Each registered participant will receive a complete navigation package consisting of maps, Road Cruize instructions, auction items, games and our list of sponsors. Sponsors are welcome to provide items to be inserted in all packages. Anticipated distribution 100 packages.*
Premium Recognition at event finale	Sponsors will be formally recognized throughout the event by our Emcee
Poster Recognition	This is the Master poster & brochure for CF Raceday 2011. Posters will be displayed in dozens of locations in and around London. Anticipated distribution: 4000 copies.
Recognition at event finale	Sponsor logo will be recognized and displayed in a prominent location at the Plunkett Estate on event day
Navigator Package Listing	Each registered participant will receive a complete navigation package consisting of maps, Road Cruize instructions, auction items, games and our list of sponsors.
Website Recognition	Corporate logo displayed and linked at www.cfraceday.com
Social Media Recognition	Sponsor partnership announced on various press releases via CF Raceday Facebook, Twitter and Blog releases
Logo on T-Shirt Sleeve	Corporate logo silk screened on Volunteer T-shirt sleeve (1 col. only)
Logo on T-Shirt Back	Corporate logo silk screened on Volunteer T-Shirt reverse (1 col. only)
Recognition Plaque	Sponsors will receive one custom plaque in gratitude of their support for CF Raceday 2011
Websites	www.cruizinforcf.com ; www.cruisinforcf.com ; www.cfraceday.com ; www.cfraceday.ca

Print Deadlines:

Master Brochure/Poster	April 27
Hats/T-Shirts	May 20
Websites	June 1
Sponsor Board	June 1
Navigator Packages	June 8

All Sponsorship details are subject to change

Can't find what you're looking for?

Just ask! We are committed to your satisfaction! Talk to us about your special request!

**Tax-deductible
receipts will be
issued for all
cash donations**