



# Cruizin' for Cystic Fibrosis 2010 Sponsorship



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



Learn more about Cystic Fibrosis:

[www.cysticfibrosis.ca](http://www.cysticfibrosis.ca)

Learn more about Cruizin for CF:

[www.cruizinforcf.com](http://www.cruizinforcf.com)

## Sponsorship Level

	 Winner's Cup Title Sponsor \$5,000	 Checked Flag \$2,500	 White \$1,000	 Green \$500	 Yellow \$250	Gift \$125	Door Prizes
Exclusive Logo Placement on Poster	✓						
Recognition on all Radio Advertising	✓						
Sponsor Branded at All Venues	✓						
Presentation to Title Sponsor	✓						
Sponsor Draws Grand Prize Winner	✓						
Logo on T-Shirt Sleeve*	✓	✓					
Direct Website Link	✓	✓					
VIP Sponsor and 3 Guest Invites	✓	✓					
Logo on T-Shirt Back	✓	✓	✓				
Name listed in selected Advertising	✓	✓	✓				
Announcements on Cruizin' FB and Twitter	✓	✓	✓				
Display / Booth at Estate Or Logo on T-shirt back	✓	✓	✓	✓			
Verbal Recognition from MC	✓	✓	✓	✓			
Name in 2 quarterly newsletters	✓	✓	✓	✓			
Logo Printed on Cruizin' Poster	✓	✓	✓	✓	✓		
VIP Sponsor Invite	✓	✓	✓	✓	✓		
Logo on Sponsor Board at Estate	✓	✓	✓	✓	✓		
Recognition on Website	✓	✓	✓	✓	✓	✓	
Name in Navigator Package	✓	✓	✓	✓	✓	✓	✓


**For more details on sponsorship please contact:**

Steve Allen 519.661.0308; Todd Stewart 519-777-8502

Email – [cruizinforcf@gmail.com](mailto:cruizinforcf@gmail.com)

Details on reverse....

## Sponsorship Benefits Defined

Item	Explanation
 <b>Winners Cup/ Title Sponsor</b>	Our highest sponsorship level offers partnership branding by: <ul style="list-style-type: none"> <li>• Primary sponsorship partner - all advertising and promotional materials will clearly indicate your partnership with this event and the Canadian Cystic Fibrosis Foundation. Your organization will be given title representation in all 2010 Cruizin for Cystic Fibrosis print, voice and web media publicity.</li> <li>• Your preferred logo represented as a Cruizin' for Cystic Fibrosis partner on all banners, signs and related items at all venues*.</li> <li>• Your preferred logo embroidered or printed on all Cruizin' for Cystic Fibrosis hats, T-shirts, and other promotional items*.</li> <li>• The Winners Cup sponsor will draw the Grand prize and receive a presentation by the Cruise Director for your support</li> </ul>
<b>VIP Sponsor Invite</b>	Receive complete access to all venues and activities on event day
<b>Direct Website Link</b>	Corporate logo displayed and linked at <a href="http://www.cruizinforcf.com">www.cruizinforcf.com</a>
<b>Logo on T-Shirt Sleeve*</b>	Corporate logo silk screened on Volunteer T-shirt sleeve (1 col. only)*
<b>Name listed in Selected Ad's</b>	Sponsor name listed in all Cruizin' advertising (subject to availability)
<b>Logo on T-Shirt Back</b>	Corporate logo silk screened on Volunteer T-Shirt reverse (1 col. only)
<b>FB (Facebook) &amp; Twitter</b>	Sponsor partnership announced on Cruizin for CF Twitter and Facebook sites
<b>Display or Booth at Estate</b>	Sponsors at this level are invited to advertise, sample and display products at the Plunkett Estate to all event participants and sponsors (retail sales are kindly omitted)
<b>Verbal recognition</b>	Sponsors will be formally recognized throughout the event by our Emcee
<b>Quarterly newsletter</b>	Recognition in our London Cystic Fibrosis Chapter publication – sent to all Cystic Fibrosis Chapter members
<b>Cruizin' Poster</b>	This is the Master event poster & brochure. Posters will be displayed in dozens of locations in and around London. Anticipated distribution: 4000 copies.
<b>Sponsor Board</b>	Sponsor logo will be recognized and displayed in a prominent location at the final venue on event day – The Plunkett Estate
<b>Websites</b>	<a href="http://www.cruizinforcf.com">www.cruizinforcf.com</a>
<b>Navigator Packages</b>	Each registered participant will receive a complete navigation package consisting of maps, Road Cruise 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.*

**Can't find what you're looking for? Just ask!**

We are committed to your satisfaction! Please bring us any special request.

### Print Deadlines:

Master Brochure/Poster	May 1
Quarterly Newsletter	May 1
Hats/T-Shirts	May 1
Websites	June 1
Sponsor Board	June 1
Navigator Packages	June 15

### Notes:

All Sponsorship details are subject to change

Sponsorship may be combined donations of financial, merchandise and/or services.

\*Subject to approval of Cruizin' For Cystic Fibrosis Directors

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