



We Need Your Help!

January 9, 2017



Dear Valued Business Owner,

We are very excited to announce that the North Shore Challenge for Camp Trillium will be back for its third year bringing even more swimmers and visitors to our wonderful county. Mark Sunday July 16, 2017 on your calendars!

In the previous two years, we've seen nearly 200 swimmers visit Norfolk County - some from as close as Port Dover but many GTA, out of province and even US swimmers come to participate in the event. As a recognized Global Swim Series event, we expect to see even more international swimmers experience our lake and county!

For those that don't know the great treasure that is Camp Trillium, they are a non-profit organization that send children who are battling cancer and their families to a week of camp free of charge. Not only does this allow these kids to get away from the hospital environment it allows them to just be kids, forget about their disease and bond with their family.

In order to send a single kid to camp, it costs approximately \$1,000. The funds that we have raised to date has been able to send about 10 deserving kids to camp through the North Shore Challenge.

This year is going to be bigger and better! With many changes, improvements and a better outreach program, we are preparing for more than 200 swimmers!

What do some of these improvements include:

- A mobile-friendly, interactive website that is packed full of key information for everyone.
- An Ambassador program that will see over 5,000 discount code cards distributed to swim clubs across the province of Ontario and beyond!
- A Team Challenge that will allow swim clubs, friends and more compete to see who can raise the most money for Camp Trillium and get the best swim results in July.

The North Shore Challenge cannot happen without the support from our great partners. The support from our community partners allows us to designate more of the funds raised from this swim to send more kids to Camp Trillium.

Some of our previous partners have included: RE7 Wellness Drink, Sunlife Financial, Ontario Parks, Burning Kiln Winery, Long Point Eco Adventures, Normandale Century Inn and many more!

Visit our website, www.northshorechallenge.ca to learn more about who's sponsored in the past.

We are writing you today, asking for your help!

If you are able to contribute financially or with an in-kind donation, it would be greatly appreciated and would really allow us to help Camp Trillium. We want to showcase Norfolk County as a great place to visit for this weekend and throughout the year! This means you!

Items that your contribution would help us with include: cost of the registrations, electronic chip timing, promotional materials, transportation, gas for boat support, swag, prizes and much more!

Please read through the attached documents to find the sponsorship level that fits your business. If you have any questions, don't hesitate to contact us - swimlakeerie@gmail.com or 519-761-7472

Thank you for your consideration,

Josh Reid & Annaleise Carr
North Shore Challenge Co-ordinators
www.northshorechallenge.ca

Sponsorship Program and Opportunities

	Bronze Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor	Title Sponsor
Investment (Donorship Level)	\$1-200 (cash or in-kind)	\$200-500 (cash) \$250-750 (in-kind)	\$500+ (cash) \$750+ (in-kind)	\$1,500 (cash)	\$5,000 (cash)
Name of Business on Website	X	X	X	X	X
Logo on Website with Link		X	X	X	X
Represented on Acknowledgment Wall at the Event	X	X	X		X
Special banner with your logo with your contribution level			X	X	X
Minimum of 5 social media mentions	X				
Minimum of 10 promotions on social media		X	X		
Minimum of 20 promotions on social media and blog feature				X	X
Option to set up business booth at event		X	X	X	X
Branding on Team Challenge Trophy for the duration of the event				X	
Website Homepage Sponsor & Sponsorship page				X	X
Sponsorship recognition in E-Blasts			X	X	X
Title Sponsorship - Inclusion of name in Event Name					X
Company Branding on all swag material					X

If you have any questions concerning the sponsorship opportunities, or have another way you would like to contribute to the 2017 North Shore Challenge, we are more than happy to accommodate and would love to hear your ideas. Please send us an email (swimlakeerie@gmail.com) or connect with us on any of our social media platforms!

Sponsorship Form

Sponsor Information	
Company Name:	
Contact Name:	
Address:	
Website:	
Phone:	Email:
Description of Company/Products:	

Sponsorship Program

Please check which sponsorship level your company would like to contribute.

- | | |
|---|---|
| <input type="checkbox"/> Bronze Sponsor (\$1 - \$200 cash or in-kind) | <input type="checkbox"/> Gold Sponsor (\$500+ cash)
(\$750+ in kind) |
| <input type="checkbox"/> Silver Sponsor (\$200-\$500 cash)
(\$250-750 in-kind) | <input type="checkbox"/> Platinum Sponsor (\$1,500 cash) |
| <input type="checkbox"/> Title Sponsor (\$5,000 cash) | |

If you are providing an in-kind donation, please use the table below to itemize and provide us with the cash value of your contribution.

Item	QTY	Total Value

- Cheques can be made payable to "North Shore Challenge". Please mail cheque to "North Shore Challenge c/o Josh Reid, 46 Ross Avenue North, Simcoe, ON N3Y 0B2" or send an email to swimlakeerie@gmail.com and we will personally come pick up your contribution.
- Please supply us with a vector (.ai or .eps) version of your logo that we can use on the promotional avenues indicated on the sponsorship program. Send file to swimlakeerie@gmail.com.

On behalf of Camp Trillium and the North Shore Challenge, we thank you for your contribution in order to make the 2017 race day a success and to send more deserving kids to camp. By signing below, you are agreeing to be a sponsor of the 2017 North Shore Challenge that will take place Sunday, July 16, 2017. In order to give you the best possible return on your investment in the North Shore Challenge, we encourage you to commitment as soon as possible by sending this form to swimlakeerie@gmail.com.

Signature

Date