



Boys & Girls Clubs of Hamilton

A good place to be

5.7

45 Ellis Ave., Hamilton, Ontario L8H 4L8 • Phone: 905-549-2814 • Fax: 905-549-2313 • www.kboysandgirlsclub.com

Tuesday February 20, 2012

Dear Mr. Mayor & Members of Council,

On June 2, 2012, Boys and Girls Clubs of Canada will launch its first ever National Fundraising Event in its more than 100-year history. The event is designed to engage participants across the age and ability spectrum, with a specific focus on the 25 – 35 year old demographic and will help Boys and Girls Clubs raise funds and awareness so all children have the opportunity to achieve their potential.

Race for Kids: A great time to change lives!

Teams of five will compete in a series of challenging checkpoints in a race to the finish line. Checkpoints are designed to engage participants in activities that focus the mind and challenge the body. Participants will travel by foot or use of public transit to visit 10 local businesses within a 6km radius of the Boys and Girls Club. The race will incorporate social media elements, encouraging participants to take photos during the event, uploading their personal accomplishments and sending out challenges to other teams across the country. Upon completion of the race, there will be a post-event party for all participants and sponsors.

Boys and Girls Clubs of Hamilton Race for Kids will take place in the East End of Hamilton on Saturday June 2nd, 2012. We are hoping to have 50-75 teams of 5 register to participate in our race. **Boys and Girls Clubs of Hamilton are requesting the sponsorship of 400 public transit passes for Saturday June 2nd, 2012.** These passes will enable our participants to use public transit when necessary to get from one checkpoint to another throughout the race.

We offer the following in recognition of your sponsorship:

- Ability to leverage your assets - location, infrastructure, and employees as part of the event as volunteers or participants
- Logo on local Club event *Race for Kids* website
- One-on-one consumer engagement experience
- One article featuring the Sponsor in local E-newsletter
- Branded event signage

Through this partnership, the event will further ingrain itself within the community and provide new channels for local promotion for both the City of Hamilton/HSR and Boys and Girls Clubs of Hamilton.

The BGC team is committed to working with you to develop a partnership that meets your specific priorities (and budget). With this one-pager serving as the foundation to a potential relationship, we look forward to creating a customized solution for you.

If you require further information, please do not hesitate to contact me.

Sincerely,

Lisa Valvasori, Community Relations
Boys and Girls Clubs of Hamilton
lisa@kboysandgirlsclub.com
905-549-2814 Ext. 237



MEMBER AGENCY
UNITED WAY of BURLINGTON
HAMILTON-WENTWORTH



Hamilton