

# Become a Sponsor Today!

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## Previous Calgary Motorcycle Toy Run Overview

440 Motorcycles

643 Attendees

\$33,997 Raised

703 Families Helped

This year proceeds will be distributed to the following charities:



**cornerstone**  
Youth Centre

## SELECTION PROCESS AND ALLOCATION OF FUNDS

Our donation distribution mechanism will benefit two children's charities picked by our Sponsors, and the Committee. We will determine these charities the following ways:

1. Our Toy Run SPONSORS will participate in a round robin vote to Select a Charity to receive 37.5%.
2. The Toy Run COMMITTEE will vote and choose one Charity to receive 37.5% of Toy Run proceeds.

The remaining 25% of the proceeds will be reserved for helping families throughout the year and provide funding for the next Calgary Motorcycle Toy Run.

## **EVENT OVERVIEW**

The annual Calgary Motorcycle Toy Run will be held on Sunday September 19th, 2021 and attracts approximately 1000 motorcycle enthusiasts and invited guests alike throughout the entire day.

The event format is a casual meet, with breakfast and refreshments served on arrival at 10.00 am, followed by a 12.00 pm “rev em up” start. Post Toy Run activities include drink stations, live band, full sit-down buffet style dinner, prizes, raffles, auctions, and lots of fun!

## **SPONSORSHIP OPPORTUNITIES**



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### **Diamond Sponsor \$5000+**

- Event logo in all appearances with “Presented by”.
- Mention in any media alerts, press releases and interviews.
- Introduction and statement from company representative at end venue (if accepted).
- Company logo banner displayed center stage at end venue.
- Logo on all event posters and flyers.
- Complimentary Toy Run entries (4).
- Accompanying logo on front of event t-shirt.
- Daily promotion on Facebook page.
- Large logo, website link, and company description listing on event main page website.



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**Platinum Sponsor \$2500 – \$4999**

- Logo on all event posters and flyers.
- Company logo banner displayed at end venue.
- Complimentary Toy Run entries (2).
- Large logo on rear of event t-shirt.
- Twice weekly promotion on Facebook page.
- Large logo and website link listing on event sponsors page website.



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### **Gold Sponsor \$1000 – \$2499**

- Company logo banner displayed at end venue.
- Complimentary Toy Run entries (2).
- Small logo on rear of event t-shirt.
- Twice weekly promotion on Facebook page.
- Large logo and website link listing on event sponsors page website.



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**Silver Sponsor \$250 – \$999**

- Complimentary Toy Run entries (2).
- Small logo on rear of event t-shirt.
- Small logo listing on event sponsors page website.



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**Bronze Sponsor < \$250**

– Company name listed on event sponsors page website.

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