

Greater Fort Town Area Charity

P.O. Box 314
Prescott, ON K0E 1T0
Tel: (613) 340-7364
Email: gftacharity@gmail.com
Website: www.gftacharity.com

Dear Prospective Sponsor:

We would like to invite you to join the sponsorship ranks of the 4th Fort Town Night Run (FTNR) on May 2, 2020.

The Greater Fort Town Area Charity is hosting the FTNR. Our 1K, 5k, and 10k courses took runners and walkers on a tour of Prescott's historical buildings and landmarks, as well as our beautiful waterfront and inviting residential streets. The event starts and ends at Fort Wellington, and includes live music, food, and a celebration for the whole community. The Star Wars theme brought participants from as far as Massachusetts and many celebrated the spirit of the event with wonderful costumes. Last year, we greeted 400 runners/walkers and over 700 people on the fields of Fort Wellington, raising over \$10,000 for youth programs. This year, we are proud to include the 15K course that will introduce the wonderful sights of the Port of Johnstown. In addition, we have embraced the theme of Steampunk, which in turn embraces beautifully the history told by our Fort and our town. We plan to have a Steampunk Festival at Fort Wellington, historical walks, and tethered hot air balloons throughout the day.

Our charity continues to grow strong. With the helpful guidance of the Canada Revenue Agency, we continue the process of registering as a separate charity in Canada. Our Mission is to support Youth Driven Initiatives that provide Active Living and Outdoor Appreciation. We plan to continue to support existing youth programs in our local communities, such as SKBP Venturers, Scouts Canada. The Youth Movement Project, a free fitness program for youth at risk with a Relief of Poverty program to ensure youth gain access to proper athletics attire, is scheduled to begin September 18, 2019 at the St Lawrence Academy in Prescott. For more information, please visit our website at www.gftacharity.com.

The Fort Town Night Run is an incredible opportunity to promote our region. Race participants often come from outside of the community to participate in this unique event. They bring their tourism dollars to eat and shop at local establishments, and share positive experiences with their colleagues back home. GFTAC is working in partnership with Parks Canada, the Town of Prescott, the township of Edwardsburg & Cardinal, and the United Counties of Leeds & Grenville to make this an annual signature tourism event. Bringing in out-of-town guests benefits the businesses and residents of our community.

The benefits of sponsorship are many. This year, our sponsorship program provides two options. Firstly, we would like to invite you to be part of our flag sponsorship program. Many races have mile markers and this helps participants to be aware of their location on the course. Since we have a night race, our mile markers are special. Below, you will find additional information about our program. Secondly, we do continue to accept traditional forms of sponsorship, which include gifts and funds. However, I would like to invite you to consider registering a group of employees as runners. This allows companies to have participants that represent their company (e.g., by wearing a company t-shirt), to support team building, and to achieve their Health & Wellness goals at work. Everyone wins in this worthy cause!

We hope that you will take a moment to review this information and decide to support the Greater Fort Town Area Charity for its 4th fundraising event's anniversary. If you would like for us to meet with your company representatives, please contact us and we will be delighted to attend.

Sincere regards,

Michel Larose
President
Greater Fort Town Area Charity

Flag Sponsorship Program

Many races have mile markers to help participants know their location on a course. Many races are run throughout the daytime hours, allowing them to use feather, custom, teardrop, angled, and rectangle flags. However, none of these designs allow for the flag to be seen clearly, especially not at night. We found one flag type that met our needs: The Glo LED Lantern banner.



The lantern banner is 144*96*76cm, which allows for a large print of your logo to be seen a far distance. With three sides, it allows for one side to show the number of miles/km, one side with the FTNR logo, and one side for your logo. The pole height is 2.3m, it is designed to be aerodynamic and to turn in the wind, and the base includes a water bag for stability and safety.

Starting in the summer of 2020, in partnership with Parks Canada, we plan to organize four (4) fun runs at different historical locations throughout Eastern Ontario. In addition, we plan to support the Kemptville Neon Run and other runs. This means our flags will have many opportunities to be seen, growing the exposure of your company logo to many participants and visitors to different events in different regions. Attached, you will find our flag map to be used at the FTNR. Since the number of participants differs in the different courses, so does the cost of sponsorship. With proper care, we guarantee the life of a flag to be a minimum of 15 years.

Course	Marker Number	Sponsorship Cost
5K	1K/0.62mi	\$1000
5K	2K/1.24mi	\$1000
5K	3K/1.86mi	\$1000
5K	4K/2.49mi	\$1000
5K	5K/3.11mi	\$1000
10K	5K/3.11mi	\$750
10K	6K/3.73mi	\$750
10K	7K/4.35mi	\$750
10K	8K/4.97mi	\$750
10K	9K/5.59mi	\$750
10K	10K/6.21mi	\$1000
15K	8K/4.97mi	\$500
15K	9K/5.59mi	\$500
15K	10K/6.21mi	\$500
15K	11K/6.84mi	\$500
15K	12K/7.46mi	\$500
15K	13K/8.08mi	\$750
15K	14K/8.70mi	\$750
15K	15K/9.32mi	\$1000

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Map of Flag Locations on Courses



Traditional Sponsorship Program

Sponsor Level	Contribution	Benefits
Title Sponsor (Single offered)	\$5000	<p>All benefits listed for Platinum Sponsors plus:</p> <ul style="list-style-type: none"> • Most prominent recognition as a Title Sponsor • Company logo prominently displayed on Website with a link back to you site; • Logo on race bib; • Prominent booth size & location at the event; • Prominent recognition in all pre & post-event publicity; • 5 complimentary entries for the race
Platinum Sponsor (Multiple offered)	\$751 & above	<p>All benefits listed for Gold Sponsors plus:</p> <ul style="list-style-type: none"> • Display booth at event (provided by you); • Company logo on Race Shirt (not available to donations In Kind) • 2 complimentary entries for the race
Start/Finish Sponsor (Single offered)	\$750	<p>All benefits listed for Gold Sponsors plus:</p> <ul style="list-style-type: none"> • Company banner (provided by you) displayed at the Start/Finish Line • 1 complimentary entry for the race
Gold Sponsor (Multiple offered)	\$749 - \$501	<p>All benefits listed for Silver Sponsors plus:</p> <ul style="list-style-type: none"> • Your Company signage (provided by you) displayed along courses
Silver Sponsor (Multiple offered)	\$500 - \$351	<p>All benefits listed for Course Sponsors plus:</p> <ul style="list-style-type: none"> • Company banner (provided by you) displayed at the event on Fort Wellington grounds • Recognition on race day announcements
Course Sponsor (Multiple offered)	\$350 - \$201	<ul style="list-style-type: none"> • Company name listed on the FTNR Sponsors Banner • Logo listed on website – Sponsor 2019 page
Patron Sponsor (Multiple offered)	\$200 & below	<ul style="list-style-type: none"> • Outside display space (limited size & set up by you) • Logo listed on website – Sponsor 2019 page

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YES! I Want to Support the Greater Fort Town Area Charity

Name: _____

Title: _____

Company Name: _____

Address: _____

City/Province/Postal Code: _____

Phone/Email: _____

Enclosed is my Cheque for \$ _____

In lieu of sponsorship, I would like to support the mission of the Greater Fort Town Area Charity with my enclosed donation for \$ _____

For the Flag Sponsorship, we will need the following information:

- Preference of course and marker number: _____;
- Cheque for amount of sponsorship cost;
- Send a picture of your company logo to be placed on the flag. It must be a high-resolution picture.

Flag sponsorships must be received as soon as possible.

All traditional donations must be received by **March 15st, 2020** for the running event.

Please make cheque payable to: Michel Larose – Greater Fort Town Area Charity and mail to:

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When we receive our charitable status, all of the information will be updated on our website.

Visit us at www.gftacharity.com