



SPONSORSHIP

HEROES NEEDS SPONSORS

Join the fight!

In order to create this event and raise money to help those struggling with cancer in this community, Heroes needs sponsors. Creating an event takes time and money to fund the costs of marketing, rentals, printing (posters, waivers, signs, flags) insurance, etc. As a sponsor of Heroes Amazing Race your donation is the incentive that encourages others to participate and give to a worthy cause.

A LITTLE ABOUT US

In July of 2015, Melissa Gobbett and I shaved 9 heads outside of a small salon on main street, in an effort to raise money for Brain Cancer Research. We planned poorly, it was a blistering hot, my razor was over-heating and all the hair was sticking to the poor souls having their heads shaved. Although many times I felt like crying, Mel kept me positive and in the end we raised \$10,000 that year! This was the only event Mel made it to. Sadly she passed away from Brain Cancer April 13th of the following year, just a couple months before our 2nd annual event. After a few years of trial and error we have created an event that the community is passionate about and Melissa would be proud of! Heroes Amazing Race has doubled in attendance each year. May 26th will be the 3rd annual event and we are expecting approximately 300 in attendance. To Date Heroes has raised \$49,000.

WHERE DOES THE MONEY GO

This year profits from the race will be donated to The Comfort Fund with The Cancer Clinic at Vernon Jubilee Hospital. The Comfort Fund is designated by the doctors and counselors at Cancer Clinic to patients expressing a need for financial support while dealing with cancer. Cancer is EXPENSIVE, and unfortunately for many it is financially devastating. The Comfort Fund helps to provide relief to patients when their sole focus should truly be getting better and not trying to decide between paying their bills or paying for treatments.

SPONSORSHIP OPTIONS

TITLE SPONSOR \$2500

- As Title Sponsor your name will be added to all materials referencing Heroes Amazing Race for 2018. Ex. Heroes Amazing Race Sponsored By (your name here)
- Logo on marketing materials
- Logo or Name on Post Race Video
- Option to be included in Photo with Cheque Donation
- Radio Mentions
- 2 Free Tickets
- Social Media Mentions
- Host a “Where are we Now?” Find the tickets (participants will be able to win free tickets by figuring out the clues posted on social media every Friday. Each Friday we will “hide” the tickets at a new sponsors business
- Speech at Event with special announcement as Title Sponsor

DIAMOND SPONSOR OVER \$1000

- Logo on marketing materials
- Logo or name on Post Race Video
- Social Media Mentions
- 2 Free Tickets
- Option to be included in Photo with Cheque donation
- Prize Sponsor; At the closing Ceremony of the race you will have the special privilege of handing out on of our prizes for a contest of your choosing. Ex. “Most Epic Fail” Instagram Photo contest sponsored by: (your name here)
- Host a “Where are we Now?” Find the tickets (participants will be able to win free tickets by figuring out the clues posted on social media every Friday. Each Friday we will “hide” the tickets at a new sponsors business

GOLD SPONSOR \$250 - \$1000

- Social Media mentions
- 2 Free Tickets
- Name and or business announced at closing ceremony

SPONSORSHIP APPLICATION

Sponsorship Selection: _____

Donation Amount or Prize Value: _____

Prize (if applicable): _____

Name:		Business:	
Phone #:		Address:	
Postal Code:		Town:	
Instagram:		Website:	
Facebook:		Email:	

Title and Diamond Sponsors Please email a PNG of your logo to: vernonheroes@hotmail.com.

Please make cheques payable to: Vernon Heroes

Please call for pick-up or mail to: Vernon Heroes, 208-3020 Allenby Way, Vernon, BC, V1T 8L4

Payments made by E-transfer: Please send to vernonheroes@hotmail.com Password: Vernon

Thank you from the bottom of our hearts for supporting Heroes Amazing Race and keeping the FUN in Fundraising!! Mark your calendar we can't wait to see you at the race!!

Lindsay James (250)-309-6628

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