



Going Places. Going Strong.

Dear Potential Sponsor:

Thank you for taking the time to learn more about our upcoming **SPARK IT FORWARD Race** to support **Dress for Success Vancouver!**

On April 11, 2015, SPARK Creations and Company Inc. (hereinafter referred to as SPARK) will be partnering with Dress for Success Vancouver (hereinafter referred to as DFS) to organize a SPARK IT FORWARD Race targeting a fundraising goal of \$20,000 CAD. We are so proud to be an instrumental part of this event.

During this event, teams of four (4) will race around downtown Vancouver completing challenges that are random acts of kindness. We are looking for monetary and in kind sponsorship and donations to support the various activities of this amazing community building race.

***About DFS:** Dress for Success Vancouver is a community empowering women into the workforce by providing them with professional attire, career services, and skills development programs. Established in 1999, Dress for Success Vancouver was the first International affiliate providing over 18,000 suitings to women in the Lower Mainland.*

***About SPARK:** Since 2011, SPARK has inspired over 1000 women and men rediscover their core values and true purpose in life and has partnered with over 50 organizations to develop and integrate company values and purpose through their strategic planning sessions, leadership development programs, engagement / 360 interviews, flow (lean and process) management programs, corporate retreats, interactive workshops, speaking engagements, leadership and team coaching, and success circles (masterminding groups).*

SPARK's purpose is creating and inspiring loving human connections. With your kind and generous support, you will be part of contributing to fulfilling the purpose of SPARK and DFS!

If you have any additional questions and/or would like to learn more about this event, please contact Lorie Corcuera at lorie@startyourspark.com or by phone at 604.561.8143.

Thank you once again for opening your heart to new possibilities!

SPARK and DFS Team

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SPARK IT FORWARD RACE SPONSORSHIP PACKAGE

EVENT DETAILS

SPARK IT FORWARD Race

Saturday, April 11, 2015

Registration: 8:30PM

Race: 9:30AM to 12:30PM

Teams of four will race throughout downtown Vancouver completing challenges that are random acts of kindness. There will be stations placed in unknown locations, where teams will complete the challenges. Each team member will wear a SPARK IT FORWARD Race t-shirt and race bib.

THE SIGNIFICANCE OF YOUR SPONSORSHIP

By participating as a sponsor, your organization will help make us raise \$20,000 CAD to support the various programs and services that Dress for Success Vancouver offers our community. As the teams race around downtown Vancouver, your sponsorship will receive tremendous exposure through our media contacts, race stations, t-shirts, final station announcing the winners, as well as a complete social media strategy integrated throughout the race.

HOW TO GET INVOLVED

Monetary Donations

Monetary contributions are essential to the success of this event. Below is a list of sponsorship benefit packages. However, if your organization would like a customized package, we will be happy to cater to your needs.

\$5,000 CAD – PLATINUM Sponsorship Package

- Recognized PLATINUM partner for the SPARK IT FORWARD Race
- Participate in SPARK Collaboration Media Campaign where all sponsors co-promote on respective online and marketing platforms including SPARK's and DFS's website and other marketing tools (over 20,000 combined followers)
- **Top logo** placement on SPARK IT FORWARD Race t-shirt, stations, clues, finish line and other marketing collateral
- Opportunity to be a KEY NOTE SPEAKER and acknowledgement at SPARK IT FORWARD Race opening and closing ceremony with corporate description
- **Three free** team registration for SPARK IT FORWARD Race 2015
- Featured Race Station Booth at SPARK IT FORWARD Race (*Only 8 Race Stations Available)
- Featured Partner at all SPARK corporate and community programs for up to **12 months**

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\$2,500 CAD – GOLD Sponsorship Package

- Recognized GOLD partner for the SPARK IT FORWARD Race
- Participate in SPARK Collaboration Media Campaign where all sponsors co-promote on respective online and marketing platforms including SPARK's and DFS's website and other marketing tools (over 20,000 combined followers)
- **Second rank** logo placement on SPARK IT FORWARD Race t-shirt, stations, clues, finish line and other marketing collateral
- Opportunity to speak at and acknowledgement at SPARK IT FORWARD Race opening and closing ceremony with corporate description
- **Two free** team registration for SPARK IT FORWARD Race 2015
- Featured Race Station Booth at SPARK IT FORWARD Race (*Only 8 Race Stations Available)
- Featured Partner at all SPARK corporate and community programs for up to **12 months**

\$1,000 CAD – SILVER Sponsorship Package

- Recognized SILVER partner for the SPARK IT FORWARD Race
- Participate in SPARK Collaboration Media Campaign where all sponsors co-promote on respective online and marketing platforms including SPARK's and DFS's website and other marketing tools (over 20,000 combined followers)
- **3" logo** placement on SPARK IT FORWARD Race t-shirt, stations, clues, finish line and other marketing collateral
- Opportunity to speak at and acknowledgement at SPARK IT FORWARD Race opening and closing ceremony with corporate description
- **One free** team registration for SPARK IT FORWARD Race 2015
- Featured Race Station Booth at SPARK IT FORWARD Race (*Only 8 Race Stations Available)
- Featured Partner at all SPARK corporate and community programs for up to **6 months**

\$500 CAD – BRONZE Sponsorship Package

- Participate in SPARK Collaboration Media Campaign where all sponsors co-promote on respective online and marketing platforms including SPARK's and DFS's website and other marketing tools (over 20,000 combined followers)
- **2" logo** placement on SPARK Celebration Party and SPARK IT FORWARD Race t-shirt, stations, clues, finish line and other marketing collateral
- Opportunity to speak at and acknowledgement at SPARK IT FORWARD Race opening and closing ceremony with corporate description
- Featured Partner at all SPARK corporate and community programs for up to **6 months**

COMMUNITY SUPPORTER Sponsorship Package

- **1" logo** placement on SPARK Celebration Party and SPARK IT FORWARD Race t-shirt, stations, clues, finish line and other marketing collateral

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In Kind Donations

The following is a list in kind donations that can support the success of this event.

- TOP FUNDRAISER – A group gift to be shared for the top fundraiser
- RACE WINNER – A group gift for each member of a team (total 4 individuals)
- FOOD & BEVERAGES – Food and beverages for 125 people
- WALKIE TALKIE – Minimum 12 to 15 walkie talkies
- T-SHIRTS – 150 t-shirts two colour front and back
- PHOTOGRAPHER – Event photos that will be shared on social media and marketing materials with photographer logo
- VIDEOGRAPHER – A 3 minute promotional video documenting the race
- SOUND EQUIPMENT – Speaker, mic and music for final station and closing ceremony
- WHITE TENTS & TABLES – Minimum four up to twelve 10x10 outdoor canopy tents and four 8 feet tables
- PRINTING – All or a select combination of these items: 500 poster cards and 100 race bibs
- GIFT BAGS – We are open to various products and offerings to add to the gift bags, which will be given out at the finish line to race participants and volunteers.

SPARK IT FORWARD TODAY

To SPONSOR or DONATE now, please contact Lorie Corcuera at lorie@startyourspark.com or by phone at 604.561.8143.

To register a team today, go to chimp.net/campaigns/spark-it-forward-race

For more information on SPARK Creations and Company Inc., go to startyourspark.com

For more information on Dress for Success Vancouver, go to dfsvancouver.org/sparkitforward

Thank you in advance for your generosity to support this project and making a difference in our community!