



The WROAR Ride – Women Ride Out Against Rape – [www.wroar.com](http://www.wroar.com)  
Proudly supporting the Toronto Rape Crisis Centre / Multicultural Women Against Rape

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## Event Sponsorship Proposal

Event:	The WROAR Ride
Date:	Sunday June 1 <sup>st</sup> , 2008
Description:	Women's motorcycle Ride <a href="http://www.wroar.com">www.wroar.com</a>
Purpose:	<ul style="list-style-type: none"><li>◦ To raise funds for the Toronto Rape Crisis Centre / Multicultural Women Against Rape <a href="http://www.trccmwar.ca">www.trccmwar.ca</a> through pledges collected by riders and sponsorship funds.</li><li>◦ To raise awareness of sexual violence in our communities</li></ul>
Goal:	Over 100 women riders participating and \$10,000.00 in rider pledges
Location:	Honda Canada, Milner Ave. Scarborough Ontario

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### More about the WROAR Ride

The goal of the WROAR Ride is to raise funds for the Toronto Rape Crisis Centre/Multicultural Women Against Rape as well as raise awareness about issues of sexual violence. The image of a woman on her motorcycle conveys an impression of freedom, independence and strength that many women value, even those who don't ride. It provides a startling contrast to the loss of freedom and control associated with sexual violence. We believe the WROAR Ride will promote a positive, powerful image of women in control of our vehicles and our lives, challenging the notion that women belong in the passenger seat.

### About Sponsorship

The WROAR Ride offers sponsors a unique combination of opportunities. The motorcycle industry is constantly seeking ways of marketing to women riders and soon-to-be riders; the WROAR Ride offers motorcycling sponsors a unique opportunity to reach a strong and growing market of women in a positive way. Businesses in many fields are recognizing the benefits of sponsoring woman-positive fundraising events. The Toronto Rape Crisis Centre [www.trccmwar.ca](http://www.trccmwar.ca) has a 33 year history of providing 24-hour confidential crisis counseling and other services, supported by the grass roots fundraising efforts of women like the WROAR Riders. We will endeavor to provide sponsors with a level of exposure value commensurate with the value of their investment, and we have means in place to quantify exposure value for our sponsors (see sample report included at the end of this proposal) as a measure of return on their investment.

### How sponsors can get involved

The goal of the WROAR Ride is to raise funds for the Toronto Rape Crisis Centre/Multicultural Women Against Rape, and we are seeking cash contributions from our corporate sponsors in 2008.

**And More:** Be present at the event! We are planning a large venue, and sponsors will get first choice of the available exhibit space. Or donate a prize for our raffle, held onsite on ride day to raise funds for the TRCC/MWAR.

**Feature Sponsors:** We're a new event, open to suggestions and we can include new features in our event. If you can think of a way your company can be involved, let us know!

**Supporters:** For smaller donations (under \$1,000.00) and donations of materials we offer three levels of exposure for Ride Supporters; Gold, Silver and Bronze. We're looking for donations of riding gear and equipment, tires, motorcycle accessories and other items to give away as awards to our riders/fundraisers.

### More about exposure value for WROAR Ride sponsors

- We have a new and growing website; designed, hosted and promoted by the same company that does the very successful website [www.supershowevents.com](http://www.supershowevents.com). Over the first 3 years online the WROAR Ride website [www.wroar.com](http://www.wroar.com) traffic has grown to over 2,000 visitors per month.
- As the website develops over the coming months we will have additional opportunities for sponsors to promote via our website.
- As the Ride approaches over the coming months we will have additional opportunities for sponsorship promotion via our website.
- Your sponsor message can be directly targeted to our dedicated mailing list of over 350 female riders.

**Thank you for your time, we appreciate your considering the WROAR Ride for your sponsorship dollar.**

Sponsorship inquiries: [sponsorship@wroar.com](mailto:sponsorship@wroar.com)



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## The THIRD WROAR Ride - REPORT TO 2007 SPONSORS

The WROAR Ride planning committee would like to extend our most sincere thanks to our sponsors and supporters for their involvement in the 2007 WROAR Ride.

WROAR III was an exciting year; our new venue at Honda Canada was wonderful, providing the ride with convenient access to rural roads more conducive to a rich riding experience; as well as lots of space for our event. The opportunity to try dirt bikes and to get a ride on the much sought after new CBR125R's certainly added to the success of the event.

We work hard to provide our sponsors with quality exposure value in exchange for their support, and we are active year round promoting the WROAR Ride and our sponsors.

Following is an overview of the exposure value your sponsorship support yielded for you.

Media	Details	Notes	Exposure Value
Event	The North American International Motorcycle SUPERSHOW - January	Event attendance value @ 60,000	Flyers – 1,000 circulated
Event	Bowlathon – TRCC/MWAR Fundraiser – February	Event attendance value @ 500	Flyers – 150 circulated Raffle – over 100 tickets sold
Event	The Toronto International Spring Motorcycle Show - April	Event attendance value @ 15,000	Flyers – 500 circulated
Radio	Interview with CFRU Radio Guelph	Multiple airings in June 2007	Reach estimated 20,000 plus
Print & Media	Press Releases	Sent to database including daily and weekly print media, radio stations and websites.	Media circulation, event listings print and web, etc.
E-mail database	Our 'by request only' database of women motorcyclists	Monthly e-mails	350 riders and growing
Websites & Online Groups	Motoress.com, Supershownevents.com, Ridertrainging.ca, Dirtygirlmotorracing.com, GTA Motorcycle, CMG online, Chic Riders, etc.	Popular motorcycling websites, and groups primarily based in the Toronto area	Thousands of visitors per month.
WROAR Website	<a href="http://www.wroar.com">www.wroar.com</a>	Website updated regularly, excellent search engine rankings	Monthly average 2,000 - 5,000 visitors May and June, we average over 1,000 hits per day. Yearly average @ 200,000 file views per year.

In three years our event has raised over \$ 20,000.00 for the Toronto Rape Crisis Centre / Multicultural Women Against Rape. We are proud of that accomplishment, and it would not have been possible without your support. *Thank you!*

The WROAR Ride planning committee  
[webmistress@wroar.com](mailto:webmistress@wroar.com)  
[www.wroar.com](http://www.wroar.com)

Sponsorship inquiries: [sponsorship@wroar.com](mailto:sponsorship@wroar.com)