

WROAR RIDE 2010 – Report on promotional exposure for sponsors and supporters

For the 6th year in a row, the 2010 WROAR Ride held this past June 13th brought together women motorcyclists from all over Ontario to support the Toronto Rape Crisis Centre / Multicultural Women Against Rape. This year the WROAR Ride raised more than \$6,000.00 for the TRCC/MWAR, which is a grassroots, women-run collective working towards a violence-free world by providing anti-oppressive, feminist peer support to survivors of sexual violence through support, education and activism.

We'd like to thank all our sponsors and supporters for their help in building our ride and making it possible to raise this money for the centre. WROAR seeks to bring our sponsors and supporters year-round exposure through our website, our posters, the fliers we hand out the events we attend through the year, as well as at our ride.

Website Traffic in the WROAR Ride website for the year leading up to the 6th ride:

Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
July 2010 (as of July 10 th)	583	517	126	109	538	234898	1091	1261	5171	5835
June 2010	1176	1029	189	139	1775	1326205	4175	5675	30885	35306
May 2010	890	790	153	119	1642	1143142	3693	4749	24492	27593
April 2010	812	717	156	123	1902	983055	3716	4683	21536	24383
March 2010	896	789	159	127	1895	1082306	3953	4930	24464	27795
February 2010	724	637	163	126	1583	805117	3546	4566	17843	20296
January 2010	671	589	140	111	1339	815301	3468	4349	18269	20815
December 2009	619	533	132	103	1315	732576	3222	4093	16534	19199
November 2009	563	494	131	109	1403	593513	3293	3946	14835	16904
October 2009	511	436	140	113	1316	604113	3514	4352	13538	15845
September 2009	528	459	129	105	1289	580387	3160	3870	13793	15851
August 2009	463	399	123	104	1305	523117	3225	3813	12370	14364
Totals						9423730	40056	50287	213730	244186

Posters, Fliers and Events

The WROAR Ride posters were distributed to motorcycle shops throughout the GTA, some reaching as far away as Kingston. Thousands of fliers were distributed at motorcycle shows in the GTA in December 2009, January and April 2010, and WROAR Ride organizing committee members talked to many hundreds of riders, both women and men, at those shows. Committee members also attended rides and ride nights throughout the GTA in May and June to hand out fliers before our ride.

Thank you

Our sponsors and supporters are very valuable to us. Without your help we could not produce the quality event we organize. We aspire to provide you with a similarly valuable return on your investment in our ride through the positive promotional exposure in our website, fliers, and at our event, for your logo, company name and website address. Please let us know if there is anything further we can do to meet your needs as our sponsor. Thank you again for your contribution.