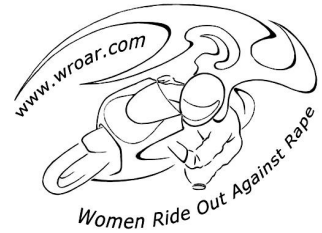


Event Sponsorship Proposal



Events: The WROAR Ride & Pre-ride party (wroar.com)

Dates: Ride, Sunday June 12, 2011; Pre-ride, Thursday May 12th, 2011

Description: Motorcycle charity event, open to any and all participants

Purpose: To raise funds for the Toronto Rape Crisis

Centre/Multicultural Women against Rape, (trccmwar.ca) through pledges collected by rider's participants and sponsorship funds; as well to raise awareness of sexual violence in our communities.

Goal: 150 motorcycle riders participating and \$15,000.00 plus in rider pledges

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, and to 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 do not 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 machines and our lives, challenging the notion that women belong behind anyone or anything.

About Sponsorship

We are seeking cash and or trade value contributions from our corporate sponsors in 2011. The WROAR Ride offers sponsors a unique combination of opportunities, which can be seen through our website, advertising, and value trade contributions to our riders. Your sponsorship offers the motorcycle industry a unique opportunity to reach riders, soon-to-be riders, and all people involved with these supporters a positive exposure of sponsoring a woman-positive cause.

The Toronto Rape Crisis Centre (trccmwar.ca) has a 34 year history of providing 24-hour confidential crisis counselling and other services, supported by the grass roots fundraising efforts of fundraisers like the WROAR Riders.

About Sponsorship & Support

For a cash or trade donation to the TRCC/MWAR over \$1,000.00 we offer SPONSORSHIP level exposure

For support in cash or in kind, for values under \$1,000.00 we offer SUPPORTER level exposure

FOR SPONSORS:

- Diamond Level = \$5,000.00 - \$10,000.00: Logo and links in our website, print materials & special mention in our e-mail campaign
- Ruby Level = \$2,500.00 - \$5,000.00: Logo and link listing in our website, print materials & mention in one email
- Emerald Level = under \$2,500.00: Logo and link listing in our website and print materials

We will endeavour 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.

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, and pre-ride event to raise funds for the TRCC/MWAR.

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

More about exposure value for WROAR Ride sponsors

- We have a popular and growing website; over the first 6 years online the WROAR Ride website (wroar.com) traffic has grown to over 3,000 visitors per month – contact webmistress@wroar.com for a report on past website traffic.
- 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.

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