

Event Supporter Proposal

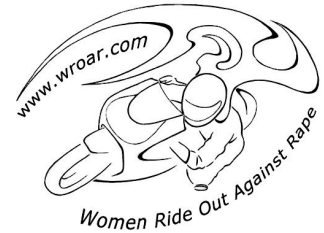
Events: The WROAR Ride & Pre-ride party

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

Description: Motorcycle charity event, open to any and all participants (wroar.com)

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.

Being a Supporter

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

GOLD Level = \$500.00 - \$1,000.00: logo, links and exposure in our website; print material; special mention in our e-mail campaign

SILVER Level = \$250.00 - \$500.00: links and exposure in our website and print materials

BRONZE Level = under \$250.00: listing in our website only

More about exposure value for WROAR Ride supporters

- 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 supporter promotion via our website.

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

Exhibit at our event

We are planning a venue at which you can book outdoor exhibit space to promote your product or service at our event. Sponsors and Supporters will get first choice of the available exhibit space.

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

Sponsorship inquiries: sponsorship@wroar.com