

BOAT RALLY

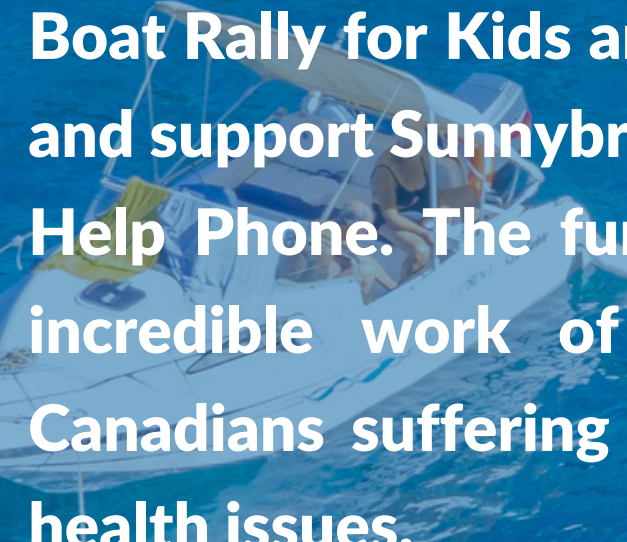
FOR KIDS AND CANCER

Benefiting:



The Boat Rally is a unique and memorable event that provides participants with two exciting, and fun-filled days. Described as a high-end scavenger hunt meets the Amazing Race, this event will challenge, inspire and entertain.

Over the past 13 years, the Rally has raised over \$25,000,000 for cancer research, treatment, and care. Boat Rally for Kids and Cancer will continue this tradition and support Sunnybrook's Odette Cancer Centre and Kids Help Phone. The funds that are raised will support the incredible work of both organizations as they help Canadians suffering from cancer and those with mental health issues.

A small white boat with a canopy is visible in the bottom left corner of the image, floating on the blue water. The boat has a white canopy and some equipment on board.

WHAT IS THE

**BOAT
RALLY?**

FUNDRAISE!

All registered Boat Rally teams must fundraise a minimum of \$10,000 to participate. The top 5 fundraising teams who raise over \$20,000 will qualify to draft a celebrity navigator. The highest overall fundraising teams will earn the first pick during the celebrity draft! Your team is limited to the capacity available in your boat – just remember to leave a seat for your drafted celebrity navigator.



PARTICIPANT INFO

Our website uses a simple, secure, online fundraising system to guide you through the process of setting up your fundraising page. You can register as an individual participant or have a team page created. Every team member can be added to your team's page to help fundraise. Remember that your combined fundraising efforts contributes to your overall draft position.

Visit www.boatrallyforkids.ca and register!



BENEFITS OF REGISTRATION

Qualifying teams (min. fundraising amount of \$10,000) will receive the following incredible items:

- Reserved team entry to Boat Rally
- Company/Team Name mentioned in digital program
- Team attendance at Kick-off Reception
- Team participation during the Scavenger Cup adventure alongside your drafted celebrity navigator*
- Team participation during the Gala Award Dinner
- Official Scavenger Cup t-shirt
- Enjoy complimentary food, beverages, and entertainment
- Meet and greet opportunities with participating celebrities
- A unique and memorable experience

*dependent on fundraising



BOAT RALLY FOR KIDS AND CANCER SCHEDULE

DAY 1: FRIDAY NIGHT

Get your Rally started at our Kickoff Reception! Join us for a fun-filled evening and meet the other teams participating in Boat Rally, find out about the celebrities that our top 5 teams can draft to their team, enjoy some delicious food & drink, but most of all, have a great time and get your Rally off to a fantastic start!





DAY 2: SATURDAY

You've fundraised and hand-picked your team, and now it's time to hit the starting line! Get ready for an action-packed day filled with challenges, inspiration, and, most of all, laughter as you race to the finish line!

DAY 2: SATURDAY NIGHT

To cap off an incredible day, join us at 'The Award Gala Dinner' and celebrate together with your team. Great food and beverage, fantastic entertainment, and live and silent auctions filled with 'must have' items combined with inspirational moments from cancer survivors and some of the kids make this evening the 'must-attend event of the summer'.



BECOME A SPONSOR

As you will be highlighted in comprehensive added-value exposure during the event, participating sponsors will make a positive impact on the success of this initiative.

EVENT DEMOGRAPHICS

Boat Rally for Cancer participants are a group of passionate fun-loving, philanthropic high net worth individuals who are committed to giving back and making the world a better place.

Average participation numbers: 300-350 attendees

Age range: 29-60

80% own a home in the Muskoka area

85% own cottage 'toys' (boats, jet skis, etc.)

INCREDIBLE MEDIA EXPOSURE

Media impressions including TV, print, radio, and web:

8,501,387

Approximate value of Boat Rally media (TV, print & radio):

\$174,812





\$50K

PRESENTING SPONSOR

- Recognition as presenting sponsor
- Corporate logo incorporated into event signature
- One qualified Boat Rally Team Entry (\$20,000 approximate value)
- Up to 10 invitations to the exclusive Kick-off Reception
- Up to 20 invitations or 2 tables of 10 to attend 'The Award Gala Dinner' (priority placement)
- Acknowledgement by emcee at all events
- Logo recognition on event signage
- Logo recognition banner
- Logo printed on all materials including step and repeat and evite(s)
- Logo multimedia presentation
- Centre one-page ad in Gala digital program and personal letter from Company President
- Up to 6 social media posts
- Opportunity for on-site promotional marketing including booth/product distribution
- Company representative to present Trophy at Gala
- Logo recognition throughout Lake Joseph and Lake Rosseau

ENTERTAINMENT SPONSOR

\$30K

- One qualified Boat Rally Team Entry (\$10,000 value)
- Recognition as Entertainment Sponsor
- Up to 10 invitations to the exclusive Kick-off Reception
- Private “meet and greet” with featured entertainment guests
- Up to 10 invitations to attend ‘The Award Gala Dinner’
- Acknowledgement by emcee
- Half page ad in the digital program
- Logo recognition banner
- Logo on event website with link to company website
- Logo on multimedia presentation
- Logo recognition in posters distributed on docks throughout Lake Joseph and Lake Rosseau
- Up to 4 dedicated social media posts



GALA SPONSOR

- One qualified Boat Rally Team Entry (\$10,000 value)
- Up to 10 invitations to the exclusive Kick-off Reception
- Up to 10 invitations to attend 'The Award Gala Dinner'
- Front page ad in Gala digital program
- Logo printed on all materials including step and repeat and evite(s)
- Logo multimedia presentation
- Logo recognition on event signage
- Logo recognition banner
- Logo recognition throughout Lake Joseph
- Up to 4 dedicated social media posts
- Acknowledgement by emcee at all events
- Opportunity for on-site promotional marketing including booth/product distribution

\$25K

KICK-OFF RECEPTION SPONSOR

\$15K

- One qualified Boat Rally Team Entry (\$10,000 value)
- Recognition as Kick-off Reception sponsor
- Up to 6 invitations to the exclusive Kick-off reception
- Up to 6 invitations to attend 'The Award Gala Dinner'
- Acknowledgement by emcee
- Corporate recognition signage at specific area
- Half page ad in the digital program
- Logo on recognition banner
- Logo on draft party evite
- Logo on event website with link to company
- Logo on multimedia presentation
- Logo recognition distributed throughout Lake Joseph and Lake Rosseau
- Up to 4 dedicated social media posts
- Opportunity for on-site promotional marketing including product placement

STARTING LINE SPONSOR

\$10K

- Up to 4 invitations to the exclusive Kick-off Reception
- Up to 4 invitations to attend 'The Award Gala Dinner'
- Half page ad in digital program
- Logo recognition on posters distributed throughout Lake Joseph and Lake Rosseau
- Logo on event website with link to company website
- Logo on multimedia presentation
- Logo on recognition banner
- Up to 3 social media posts
- Opportunity for on-site promotional marketing including product placement
- Corporate recognition signage at specific areas

BEVERAGE SPONSOR



- Up to 4 invitations to the exclusive Kick-off Reception
- Up to 4 invitations to attend the The Award Gala Dinner'
- Half page ad in digital program
- Logo recognition on posters distributed through Lake Joseph and Lake Rosseau
- Logo event website with link to company website
- Logo on multimedia presentation
- Logo on recognition banner
- Acknowledgement at events by emcee
- Up to 3 dedicated social media posts
- Opportunity for on-site promotional marketing including product placement
- Corporate recognition signage at specific areas

\$10K



\$7.5K

PITSTOP SPONSOR X4

- Two invitations to the exclusive Kick-off Reception
- Two invitations to attend 'The Award Gala Dinner'
- Half page ad in digital program
- Logo recognition on posters distributed throughout Lake Joseph and Lake Rosseau
- Logo on event website with link to company website
- Logo on multimedia presentation
- Acknowledgement at events by emcee
- Opportunity for on-site promotional marketing including product placement
- Corporate recognition signage at specific areas
- Logo on recognition banner
- One dedicated social media post

- Two invitations to the exclusive Kick-off Reception
- Two invitations to attend 'The Award Gala Dinner'
- Half page ad in digital program
- Logo recognition on posters distributed throughout Lake Joseph and Lake Rosseau
- Logo on event website with link to company website
- Logo on multimedia presentation
- Logo on recognition banner
- One dedicated social media post
- Acknowledgement at events by emcee
- Opportunity for on-site promotional marketing including product placement
- Corporate recognition signage at specific areas

T-SHIRT SPONSOR



\$7.5K

LUNCH SPONSOR

\$5K

- Two invitations to the exclusive Kick-off Reception
- Two invitations to attend 'The Award Gala Dinner'
- Half page ad in digital program
- Logo recognition on posters distributed throughout Lake Joseph and Lake Rosseau
- Logo on event website with link to company website
- Logo on multimedia presentation
- Logo on recognition banner
- One dedicated social media post
- Acknowledgement at events by emcee
- Opportunity for on-site promotional marketing including product placement
- Corporate recognition signage at specific area



\$5K

TABLE SPONSOR

- Logo on multimedia presentation
- Corporate recognition on your table
- Logo on recognition banner
- Up to 10 invitations to 'The Award Gala Dinner'

- Logo on event website with link to company website
- Logo on multimedia presentation
- Incentive prize eblast recognition to all participants
- Live Auction recognition acknowledged by emcee at Gala
- Two invitations to 'The Award Gala Dinner' if donation is more than \$3,500

IN-KIND SPONSOR

FOR MORE INFORMATION
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**LET'S SET SAIL TOGETHER AND MAKE
THIS AN UNFORGETTABLE
EXPERIENCE!**

