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c/o 7838 Redrooffs Rd., Halfmoon Bay, BC V0N 1Y1 • Race Directors: Larry & Teresa Nightingale 604-885-8849

January 9, 2018

Dear Business Owner / Manager / Community Group:

**The 41st edition of the Sunshine Coast April Fool's Run is set for April 8th, 2018**, and the event promises to see continued growth as more and more happy runners spread the word about our great "ma and pa" race. It all started back in 1978 when teacher George Matthews boasted to fitness columnist Fran Berger that he could run from Gibsons to Sechelt without training. The challenge was on! They ended up completing the 13 mile distance together along with 13 others, and the April Fool's Run was born. For 40 years now, others have taken up the challenge to run between the two towns in what has become a spring tradition on the Sunshine Coast. Though George Matthews passed away in 2001, his legacy lives on in this event.

In 2003 we were handed over the organization of this event, and we invited the world to come run our scenic coastal route—by promoting this event as a sports tourism destination at a time of the year when there are few activities of this type. The plan was a great success as 325 runners took part in the event—a 3-fold increase over previous years. With very positive word of mouth recommendation from participants and great support from our sponsors, registration has grown to over 650 participants in 2017. Since 2012 the free Sunshine Care Network Kids' Jester Dash, for kids age 7 & under, has filled up every year (max. 50 entries).

In the past several years we have been collecting donations on behalf of the Sunshine Coast Food Bank, during registration and on race weekend. In 2017, \$2000 was donated. Our goal for 2018 is \$2018.

Our event is part of the LifeStages Lower Mainland Road Race Series (9 events from January to September, with a total of 10,000 finishers), drawing extra participants from the Vancouver area looking to score series points. The Fools Run is one of only two half marathons in the series.

By supporting this highly successful event, you have a great opportunity to increase recognition of your business by both local residents and many Lower Mainland (and beyond) participants. And as shown by race visitor surveys and feedback on social media, once these active, healthy visitors discover our beautiful region, they will be back!

Please read the attached sponsorship data sheets to see why you won't want to miss being a part of this traditional event, with the opportunity to gain some inexpensive advertising and community goodwill for your business.

Yours sincerely,

   
Larry & Teresa Nightingale

Race Directors, Sunshine Coast April Fool's Run

Tel. 604-885-8849 • Toll-free 1-877-493-5163

Email [info@foolsrun.com](mailto:info@foolsrun.com) • Website: [www.foolsrun.com](http://www.foolsrun.com)



## Advertising / Sponsorship Opportunity

### The Event

Name:	Sunshine Coast April Fool's Run 2018 - 41 <sup>st</sup> Annual
Description:	Half Marathon and Half Marathon Relay from Gibsons to Sechelt
Net Proceeds to:	Local high school track & field and cross country programs
Donations Collected for:	Sunshine Coast Food Bank
Sanctioned by:	BC Athletics (includes insurance)
Special Features:	Part of Lifestages Lower Mainland Road Race Series
Where:	Gibsons to Sechelt. Starting in Upper Gibsons, from Community Centre on Park Road, to Reed, Payne, Pratt Rd to Chaster, King Road, Fitchett & Veterans to Sunshine Coast Highway, to Lower Road, Beach Avenue, Marlene, SC Hwy to finish at Mission Point Park in beautiful Davis Bay. Total distance 13.1 miles (21.1 km)
When:	Sunday April 8th, race start 9:17 am. Early start 8:17 am for walkers.
Race Directors:	Larry and Teresa Nightingale 604-885-8849
Categories:	Male and Female 19&U, 20-29, 30-39, 40-49, ..., every 10 yrs to 70-79, 80+ PLUS Relay 2-person, Relay 4-person PLUS Group Challenge using 4 combined times to score

### Participant Profile

Participants in the half marathon and relay range in age from 8 years to 80+, with the majority of adults in the 30-60 year age range. Runners generally come from the middle to upper income level, with post-secondary education. We are expecting between 650 and 700 entrants in 2018. The cap is 700.

### Types of Sponsorship

We are looking for donations of cash or product/service to help with the success of this event. Cash donations will help pay for bus rentals, facility rentals, portapotty rentals, timing staff, print materials, awards and prizes, and miscellaneous postage and supplies. Product/service donations can be for prizes (products or gift certificates), post-race refreshments, rack card printing, souvenir garments, co-op advertising, tents, etc.

### Sponsorship Levels (cash or product/service, retail value):

Title (1 only):	\$4500+ (\$2500+ cash, \$2000+ in-kind)
Presenting/Media:	\$1000+ cash + promotional in-kind
Gold:	\$500-\$999 (or higher in-kind)
Silver:	\$300-\$499
Bronze:	\$100-\$299
Supporting:	\$20-\$99

### Benefits of Being a Sponsor

#### Community Recognition

By supporting this event you will be recognized as a positive force in the local and running community, helping to promote health and fitness for all ages as well as supporting the sports tourism economy on the Sunshine Coast and the West Coast.

See next page for details of sponsor benefits associated with each level.



## Sponsor Benefits – 2018 Sunshine Coast April Fool’s Run

Benefit	Title	Present- ing / Media	Gold	Silver	Bronze	Support- ing
Sponsor to be included at the beginning of the event name wherever event name is printed, displayed electronically, spoken, or engraved, i.e. “ <i>sponsor_name</i> Sunshine Coast April Fool’s Run” - including souvenir garments, finisher medals and custom awards	Yes					
Sponsor to be mentioned as “presented by...” wherever event name is printed, or displayed electronically, including souvenir garments		Yes				
Logo displayed prominently in event ads placed in newspapers & magazines; logo printed larger than all others in all print material	Yes	Yes				
Complimentary entry and souvenir race shirt	8 of each	4 of each	2 of each	1 of each		
Option to set up display at race day package pickup at Community/Rec Centre (other promotional ideas will be considered)	Booth	Booth	Table	Shared Table		
Option to set up display at Finish Area in Mission Point Park	Tent	Tent	Shared tent	Shared Tent	Shared Tent	
Opportunity to include coupons, samples or advertising flyers (at sponsor’s expense) in the race packages – envelopes containing bib numbers, timing chips, safety pins.	Yes	Yes	Yes	Yes		
Display company banner(s) on race day	Start & Finish, prime locations	Start & Finish, prime locations	Start & Finish	Finish chute	Finish Area	
Verbal acknowledgement of sponsorship at the awards ceremony	Yes	Yes	Yes	Yes		
Sponsor name or logo listed on the following: full-colour rack cards and posters in many locations, race website at <a href="http://www.foolrun.com">www.foolrun.com</a> (sponsor page with links to sponsor websites where applicable), email newsletters to participants.	Logo in website banner and top of sponsor page; in email blasts	Logo in website banner and top of sponsor page; in email blasts	Logo also included in home page sidebar	Logo	Name	Logo on website, Name on print materials



## Sunshine Coast April Fool's Run 2018 Sponsorship Agreement

If this form is received by **January 20, 2018**, your logo/name will be included on our posters & rack cards (full colour). All submissions will get website exposure as soon as agreement and logo are received.

*Please print clearly; \*=required field*

\*Name of Organization \_\_\_\_\_

\*Contact Person/Owner \_\_\_\_\_

\*Business Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Website URL \_\_\_\_\_

\*Full Mailing Address \_\_\_\_\_

Physical Address (if different) \_\_\_\_\_

### Sponsorship Level:

- Title \$3000+       Presenting/Media \$1000+ in-kind       Gold \$500-\$999  
 Silver \$300-\$499       Bronze \$100-\$299       Supporting \$10-\$99

Silver & higher: shirt size:  Men's  Women's >>  XS  S  M  L  XL  XXL

Bronze & higher: please email your logo to [info@foolsrun.com](mailto:info@foolsrun.com), in EPS, PDF, TIF or JPG format.

### Description of sponsorship—Please check all that apply:

- Cheque      Amount \$ \_\_\_\_\_      Payable to April Fool's Run  
 Product       Service       Gift Certificate(s)      Retail Value \$ \_\_\_\_\_

Description/Details: \_\_\_\_\_  
\_\_\_\_\_

- Items/payment included with this form OR  to be delivered or picked up at a later date  
 We are interested in setting up a booth or table on Sunday at package pickup (Silver & higher)  
 We are interested in setting up a tent/booth or table on Sunday at the finish area (Bronze & higher)  
 We have banner(s) we would like to display on race day (Bronze & higher)  
 We will provide flyers/coupons or samples for the race packages (Silver & higher)

By signing below I agree that I or my company/business/organization will provide the Sunshine Coast April Fool's Run organizers with the donation as described above, on or before April 1, 2018. Bankruptcies/closures exempt. A donation of equal or greater value may be substituted if the specified item/service is unavailable.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_

Please return to: April Fool's Run  
c/o 7838 Redrooffs Rd.  
Halfmoon Bay, B.C. V0N 1Y1  
Email: [info@foolsrun.com](mailto:info@foolsrun.com)