



United Way
Thunder Bay

Breaking Out for Poverty Countdown Escape Room Event

May 14, 2020

In support of the **United Way of Thunder Bay**

The United Way of Thunder Bay is very excited to host their 1st ever Countdown Escape Rooms event 'Breaking Out for Poverty' in partnership with Countdown Escape Rooms on May 14, 2020.

United Way is addressing the root causes of poverty by working with individuals, partners, and community organizations. Our goals are to make these issues #UNIGNORABLE and alleviate the debilitating effects of poverty on the most vulnerable people, focus attention on building an inclusive and connected community, and support children and youth to succeed in school. Together, we are improving lives and building a community where people living in need can access the resources they require to help create a more prosperous world and 'break out from poverty'.

We are inviting teams to escape into another world with one of the newest forms of live, interactive entertainment. Teams will enter one of these painstakingly, hand-crafted rooms and be challenged to solve a series of puzzles and clues to open locks. Once opened, teams will get to move on until they finally solve the mystery of the room by 'Breaking Out for Poverty'.

This event is the perfect opportunity for groups to challenge their teamwork, cooperation and communication skills. Breaking Out for Poverty provides a safe and welcoming environment to grow together as a unit while still having fun. The teams that can escape from each room the fastest throughout the day will be the room champions. In the weeks leading up to the event, participants are also encouraged to fundraise in support of the United Way of Thunder Bay.

Think you can solve the mystery before time runs out?

We would like to invite you to partner with us and show your local love by supporting the first ever 'Breaking Out for Poverty' event through the sponsorship opportunities, listed below.

Please confirm your sponsorship by **March 20, 2020** by filling out this form and emailing it to emikkola@uwaytbay.ca. Should you have any further questions, please do not hesitate to contact Erika Mikkola by email or at 807-626-1759.

Sincerely,

Erika Mikkola
Special Events Coordinator
United Way of Thunder Bay

Sponsorship Opportunities

Platinum Presenting Sponsor (\$3000.00) → 2 Available

- Title Sponsor of the event – ‘Breaking Out for Poverty Presented By _____ & _____’
- Logo/ and or name on all promotional materials including but not limited to poster, United Way website with link to your website, United Way and GenNext Facebook Pages, Instagram, Twitter, email blast, newsletter, event posting on several free community event calendar websites, etc.
- Poster to be hung at establishment to promote event
- Recognition and invitation to a special media conference with possible opportunity to speak (if applicable)
- Shout out in a radio ad/ interview (if applicable)
- Feature on 4x10 sign advertising the event in front of Countdown Escape Rooms on Cumberland St.
- Recognition during the event
- Poster including your logo featured on all 7 escape room doors as presenting sponsor, which will also be used to take group photos with each team following activity and shared to social media
- Opportunity to display an item / prop in each of the 7 escape rooms (if interested, we can also incorporate item into a ‘puzzle’ for teams to solve)
- Signage/ banners at the event in a visible location
- Free registration for 2 Breaking Out for Poverty teams (value of up to \$480 with max 8 players)
Team fundraising is still required
- Formal recognition as a United Way of Thunder Bay Corporate Leader
 - Including: Speaking opportunities, corporate recognition in advertising and promotional materials, tickets for special events, use of United Way brand on your corporate materials, website Linkages, public recognition at donor events

Gold Room Sponsor – (\$1500.00) → 7 Available

- Logo/ and or name on all promotional materials including but not limited to poster, United Way website with link to your website, United Way and GenNext Facebook Pages, Instagram, Twitter, email blast, newsletter, event posting on several free community event calendar websites, etc.
- Recognition and invitation to a special media conference (if applicable)
- Poster to be hung at establishment to promote event
- Poster including your logo featured on 1 escape room door as exclusive room sponsor, which will also be used to take group photos with each team following activity and shared to social media
- Opportunity to display an item / prop in sponsored escape rooms (if interested, we can also incorporate item into a ‘puzzle’ for teams to solve)
- Recognition during the event
- Free registration for 1 Breaking Out for Poverty team (value of up to \$240 with max 8 players)
Team fundraising is still required

Silver Sponsor – (\$500.00) → Unlimited

- Logo/ and or name on all promotional materials including but not limited to poster, United Way website with link to your website, United Way and GenNext Facebook Pages, Instagram, Twitter, email blast, newsletter, event posting on several free community event calendar websites, etc.
- Recognition and invitation to a special media conference (if applicable)
- Poster to be hung at establishment to promote event
- Recognition during the event

Bronze Sponsor – (In kind contributions or prize donations for a team of 8 individuals)

- Logo/ and or name on all promotional materials including but not limited to poster, United Way website with link to your website, United Way and GenNext Facebook Pages, Instagram, Twitter, email blast, newsletter, event posting on several free community event calendar websites, etc.
- Poster to be hung at establishment to promote event

Sponsorship Agreement

Contact Name _____

Organization (if applicable): _____

Address: _____

Email: _____

Phone: _____

Fax: _____

The above-mentioned organization agrees to sponsor the amount below to the United Way.

We are choosing to sponsor by (please check off the sponsorship level type):

<input type="checkbox"/>	Platinum Presenting Sponsor	\$3000
<input type="checkbox"/>	Gold Room Sponsor	\$1500
<input type="checkbox"/>	Silver Sponsor	\$500
<input type="checkbox"/>	Bronze Sponsor	in kind contribution or prize donation for a team of 8 individuals

Would a multi-year sponsorship commitment interest you?

<input type="checkbox"/>	1 year	<input type="checkbox"/>	2 years	<input type="checkbox"/>	3 years
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*Please note that if you have selected a multi-year sponsorship, the United Way of Thunder Bay will invoice you in February of each year.

For in-kind contribution or prize donations, please provide details:

Signature: _____ **Date:** _____

Please complete and return either by email or mail to

emikkola@uwaytbay.ca

United Way of Thunder Bay
1006-715 Hewitson Street
Thunder Bay, ON P7B 6B5

****Please note deadline dates to ensure your logos are added to all marketing materials produced.**

No later than March 20, 2020

No later than April 15, 2020

Sponsorship Commitment Forms Due

Sponsorship Commitment Payment Due