



## Run the North

September 26 – October 4, 2020

In support of the **United Way of Thunder Bay**  
and **Indigenous Youth Achievement and Recognition Awards**

Due to the COVID-19 pandemic, we are unable to host our in-person 5<sup>th</sup> anniversary event of the Wasaya – United Way Plane Pull this year. Although we are unable to host this event, the need to raise funds for the United Way of Thunder Bay and Indigenous Youth Achievement and Recognition Awards (IYARA) are still vital to supporting both people in our community living in poverty, and recognizing the amazing accomplishments and achievements of youth within our region. Because of this, we have had to step 'outside the box' to think of new ways to raise funds while keeping all those in our communities safe.

United Way of Thunder Bay, Indigenous Youth Achievement and Recognition Awards, and Wasaya Airways are excited to introduce and host our first ever 'Run the North' event, coming to all of Northwestern Ontario September 26 – October 4, 2020!

We are inviting individuals from all across Northwestern Ontario to join us in a community challenge to 'Run the North'. We want to make this the largest race in NWO and have people from every community in our region participating! Let's show our province how connected we are and get all communities on the map! Our goal is to have 1000 people register and raise OVER \$25,000!

This virtual non-competitive race can be run anywhere. Participants can walk, run, bike or use the treadmill so you can 'run your race at your pace'. People can choose from a 1k or 5k distance so the whole family can participate too! All participants will receive a medal and race bib. Prizes will be awarded to those who do additional fundraising and share their race journeys on social media!

United Way and IYARA are working with community partners to embrace diversity & support local people. Events such as this one would not be possible without our sponsors.

Let's 'Run the North' together, join us as a sponsor today! With your generous sponsorship, we are able to lower the event expenses, which allows more funds raised to go directly back to the causes.

Please review our sponsorship package below to see the benefits of sponsoring this event. If you have any further questions, please do not hesitate to contact Erika Mikkola at 807-252-9494 or [emikkola@uwaytbay.ca](mailto:emikkola@uwaytbay.ca).

With your help, together we are improving lives and building community.

Sincerely,

Erika Mikkola  
Special Events Coordinator  
United Way of Thunder Bay

Sharon Smith-Baxter  
Manager, Communications & Marketing  
Wasaya Airways LP



## Sponsorship Opportunities

### **Finish Line Sponsor (Presenting Sponsor) - \$2500.00 ----- 2 AVAILABLE**

- Free registration for up to 8 people including race medals and bibs (\$200+ Value)
- Recognition Acknowledgement
  - Company Name in title of event 'Run the North, Presented By \_\_\_\_\_ & \_\_\_\_\_'
  - Logo and/or name prominently featured in all promotional materials including posters, advertisements, media releases / announcements, on our website with a link to your website, and all social media platforms including a special individual thank you post (Instagram/Facebook/Twitter)
  - Logo on custom made t-shirts for anyone who orders (ordering is optional)
  - Logo on both the medal ribbon and race bibs that all participants will receive
  - Opportunity to send a video message to be shared on social pages
- Formal recognition as a United Way of Thunder Bay Corporate Leader
  - 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
- Opportunity to provide promotional items in race kits (250-1000)

### **Eagle Sponsor - \$1000.00 ----- 5 AVAILABLE**

- Free registration for up to 4 people including race medals and bibs (\$100+ Value)
- Recognition Acknowledgement
  - Logo and/or name featured in promotional materials including posters, select advertisements, media releases / announcements, on our website with a link to your website, and all social media platforms (Instagram/Facebook/Twitter)
  - Opportunity to send a video message to be shared on social pages
- Opportunity to provide promotional items in race kits (250-1000)

### **Moose Sponsor - \$250.00 ----- 10 AVAILABLE**

- Recognition Acknowledgement
  - Logo and/or name featured in promotional materials including posters, select advertisements, media releases / announcements, on our website with a link to your website, and all social media platforms (Instagram/Facebook/Twitter)

### **Spruce Tree Sponsor – (In kind contributions or prize donations) ----- UNLIMITED AVAILABLE**

- Recognition Acknowledgement
  - Logo and/or name featured in promotional materials including select advertisements, media releases / announcements, on our website with a link to your website, and all social media platforms (Instagram/Facebook/Twitter)



# Sponsorship Agreement

Contact Name \_\_\_\_\_

Organization (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

The above-mentioned organization agrees to sponsor the amount below to the Run the North event.

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

	<b>Finish Line Sponsor</b>	\$2500
	<b>Eagle Sponsor</b>	\$1000
	<b>Moose Sponsor</b>	\$250
	<b>Spruce Tree Sponsor</b>	in kind contribution or prize donations

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](mailto: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 July 31, 2020

No later than September 4, 2020

Sponsorship Commitment Forms Due

Sponsorship Commitment Payment Due