



THE LITERACY GROUP



***Rodding for Reading*** **2017**  
***8<sup>th</sup> Annual***

SPONSORSHIP INFORMATION

*TLG Charitable Registration # 119242378RR0001*

*The Literacy Group of Waterloo Region (TLG) is a community based organization that provides free and accessible Literacy and Essential Skills training services to empower adults to reach their goals and improve their quality of life.*

## *Event Summary*



*Lead Kings*  
  
CANADA

The 8th Annual **Rodding for Reading** hosted by the Lead Kings in support of TLG is an accessible, family-friendly event that draws a wide audience. Anyone who enjoys low riders, hot rods, customs, classics, muscle, choppers, cruisers, hogs – or just wants to support an important community agency – considers **Rodding for Reading** the must-see show of the summer!

Past shows have showcased as many as 160 cars and motorcycles, and drew visitors from all over South Western Ontario. We offer plenty of cars, door prizes, vendors, food, activities for children, a used book sale, an auction, a raffle, custom made trophies – and a whole lot of personality! Together we raised over \$8,700 in 2016 for literacy programs right here in Waterloo Region. All proceeds from Rodding for Reading go directly to TLG.

## *Why it Matters*

Sarah worked in a bakery, but she couldn't read the recipes. Sarah says, "It was very hard to make your living and manage without being able to read." Since working with TLG, Sarah can now read those recipes. Sarah has not only been able to keep a job, but has been promoted many times. The fear of losing her job is gone.

By supporting Rodding for Reading, you're not only gifting the Region of Waterloo with a beloved, unique and successful car and motorcycle show, you're also directly impacting the **over 200 adults TLG works with each year**, adults like Sarah. Help us empower them to achieve their employment, education and personal goals.

## Sponsorship Levels

Sponsor Recognition and Engagement	Bronze \$250	Silver \$500	Gold \$1000	Platinum \$3000 <sup>2 Max</sup>	Diamond \$5000
On TLG's website	by name	by Silver-size logo	by Gold-size logo	by Platinum-size logo	by Diamond-size logo
In TLG's pre and post event communications	by name	by Silver-size logo	by Gold-size logo	by Platinum-size logo	by Diamond-size logo
On event signage displayed around the venue for the duration of the event	by name	by Silver-size logo	by Gold-size logo	by Platinum-size logo	by Diamond-size logo
On signage displayed in TLG's Kitchener and Cambridge offices leading up to and following the event	by name	by Silver-size logo	by Gold-size logo	by Platinum-size logo	by Diamond-size logo
In pre and post event posts on TLG's social media platforms	✓	✓	✓	✓	✓
In 1000 print flyers, online event postings where appropriate, print posters and other pre-event marketing materials *	by name	by Silver-size logo	by Gold-size logo	by Platinum-size logo	by Diamond-size logo
On vehicle registration cards at the event, registration cards to be displayed on the windshield of all registered cars (150+ cars)**	by name	by Silver-size logo	by Gold-size logo	by Platinum-size logo	by Diamond-size logo
Advertisement space in program, distributed to all attendees	by name	by Silver-size logo	by Gold-size logo	by Platinum-size logo	by Diamond-size logo
Name announced and thanked periodically throughout the five hour event	min 1 time	min 2 times	min 3 times	min 4 times	min 6 times
In pre-event advertisements in Old Auto's magazine *				✓	✓
Provided with number of parking spaces at event venue to set-up a promotional booth for the duration of the 5 hour event ***			1	2	3
Can develop award criteria and present the award on stage during the event to the recipient				✓	✓
Can speak on stage for 5 min during event					✓

\*Sponsorship needs to be committed by April 15th to be guaranteed inclusion. \*\* Based on previous numbers. \*\*\* Spaces may not be together, as room allows.

TLG Charitable Registration # 119242378RR0001

# SPONSORSHIP REGISTRATION

Please complete the following information to register as a sponsor for Rodding for Reading 2016.

Sponsorship Package (Please check to indicate your level of interest)

Diamond Level (\$5000)

Platinum Level (\$3000)

Gold Level (\$1000)

Silver Level (\$500)

Bronze Level (\$250)

In kind donations may be considered in place of cash sponsorships at the discretion of TLG and/or The Lead Kings.

Please return this invoice and payment (payable to The Literacy Group) to the address below:

*Attn: Rodding for Reading*

151 Frederick St, Suite 200

Kitchener, ON N2H 2M2

Please email your logos and social media information to [fundraising@theliteracygroup.com](mailto:fundraising@theliteracygroup.com)

Thank you for helping to make Rodding for Reading a success! For sponsorship questions, please contact Chris at 519-621-7993 or [fundraising@theliteracygroup.com](mailto:fundraising@theliteracygroup.com).

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

Contact: \_\_\_\_\_

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

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

*CONDITIONS: All Sponsorships are subject to The Literacy Group and Southworks' approval and acceptance. Acceptance of the Sponsorship shall constitute an agreement to provide advertising as described in the Sponsorship Brochure. THE SPONSOR IS RESPONSIBLE FOR PROVIDING LOGOS TO THE LITERACY GROUP. To be guaranteed inclusion in the flyers, sponsorships must be committed and logos received by **DATE**. To be guaranteed inclusion in the Old Autos advertisement, sponsorships must be committed and logos must be received by **DATE**.*