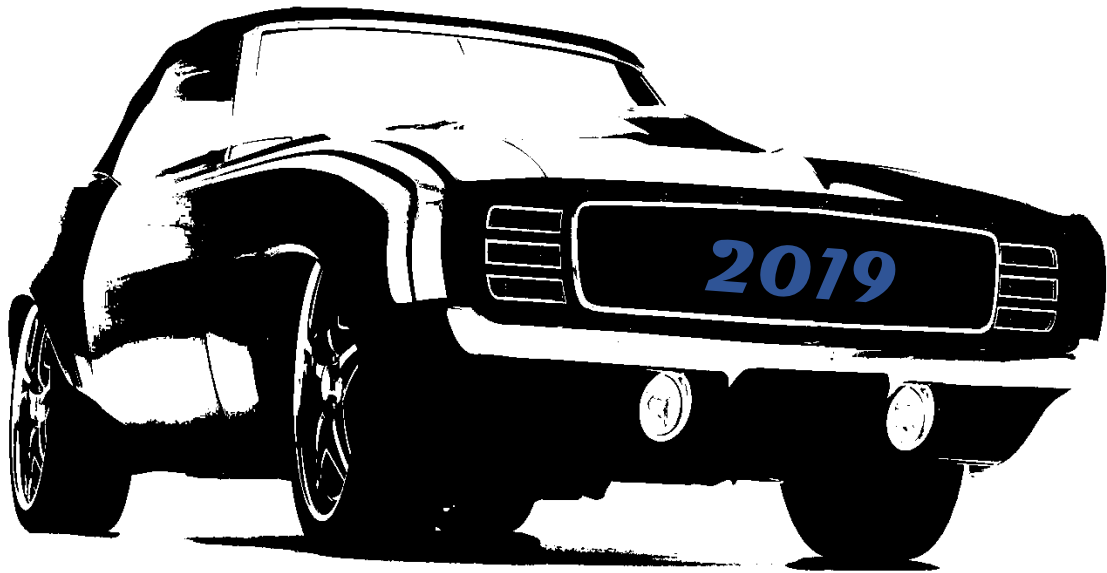


# *Rodding for Reading*

**Galt Arena**

**Galt, Cambridge**

**June 15th, 2019**



**SPONSORSHIP INFORMATION**

*TLG Charitable Registration # 119242378RR0001*

# Event Summary

The 8th Annual **Rodding for Reading**, hosted by the *Lead Kings* in support of *The Literacy Group*, is an accessible, family-friendly **Classic Car Show** 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.*

*Sponsors can be seen by over 800 people supporting a community charity that makes such a positive difference in people's lives.*

*We offer a number of exciting packages to suit various sponsorship needs.*



## Why Your Support Matters

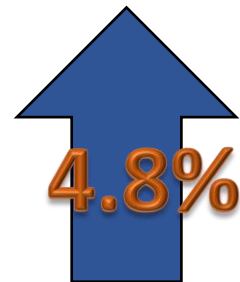


**1 in 4 adults are functionally illiterate. That means they cannot read simple instructions like those found on medication.**



*An adult with literacy barriers is **2.5** times more likely to face unemployment. The resultant impact on the community is a*

**4.8% increase of applications for government assistance.**



**For more information about the need for literacy upgrading in the region, visit our website <http://theliteracygroup.com/success-at-tlg/>**

## Sponsorship Levels

Sponsor Recognition and Engagement	Bronze \$250	Silver \$500	Gold \$1000	Platinum \$3000 2 Max	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 given out at various car related events, 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 6<sup>th</sup> to be guaranteed inclusion \*\*Based on previous numbers. \*\*\*Spaces may not be together as room allows*

**To see pictures of our past events and find out more exciting ways you can help, visit our website at <http://theliteracygroup.com/rodding-for-reading-2019>**

# SPONSORSHIP REGISTRATION

Please complete the following information to register as a sponsor for Rodding for Reading 2018.

**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 [info@tlgwr.ca](mailto:info@tlgwr.ca)

Thank you for helping to make Rodding for Reading a success! For sponsorship questions, please contact Marilena Benak at 519-743-6090 ext. 322 or [info@tlgwr.ca](mailto:info@tlgwr.ca).

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

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

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

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



*CONDITIONS: All Sponsorships are subject to The Literacy Group 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 **April 12, 2019**. To be guaranteed inclusion in the Old Autos advertisement, sponsorships must be committed and logos must be received by **April 12 2019**.*