



### What's better about it?

The Rotary Club of Norfolk Sunrise is beginning a new approach to sponsorship that provides new benefits to our community partners. The **benefits** include:

- ◇ A timely way for community partners to support their community
- ◇ Just one annual donation
- ◇ Enhanced promotional coverage including website, social media, print media and at-event promotion
- ◇ Sponsors can select the event they wish to sponsor

### What charities will your sponsorship support?

The Rotary Club of Norfolk Sunrise has a 25-year history of **supporting local charities**. Organizations and projects benefitting include:

- ◇ Norfolk's Trail System
- ◇ Coats 4 Kids
- ◇ Lighthouse Theatre
- ◇ Simcoe Panorama
- ◇ HN Women's Services
- ◇ Many others

As a community-based service club, in order to assist the charities in our community the Rotary Club of Norfolk Sunrise conducts several innovative fundraising events – all are heavily promoted and have been well received in our community. Our Catch the Ace posts on Facebook, as one example, receive over 900 views and over 100 engagements weekly. Your organization can benefit from that social media presence.

In 2022 our **fundraising events** will include:

- ◇ Catch the Ace
- ◇ Flex's Road Rally
- ◇ On-Line Auction in February
- ◇ Take a Bite Out of Norfolk



### Sponsorship Levels

As a sponsor, your organization's logo and/or tag line will be highlighted when we promote these events. Your sponsorship will provide you bundled access to all four major fundraisers. Select from one of 3 sponsorship levels, and corresponding annual cost:

**Platinum - \$1,000**

**Gold - \$750**

**Silver - \$500**

The differences between these levels is explained in the chart overleaf.

For more information or to get on board as a major sponsor contact George at [treasurer.rcns1@gmail.com](mailto:treasurer.rcns1@gmail.com).

A limited number of major sponsorships are available.



## 2022 Sponsorship Program Benefits - Rotary Norfolk Sunrise

Sponsorship Benefits	Platinum	Gold	Silver
<b>Catch the Ace weekly fundraiser</b>			
Recognition on Norfolk Sunrise Facebook & website	★	✓	●
Electronic Newsletter promotion	★	✓	●
Signage at Port Dover Legion during CTA draws	★	✓	
Print Media and radio promotion at time of winner being announced	★		
<b>Take a Bite Out of Norfolk</b>			
Recognition on Norfolk Sunrise Facebook & website	★	✓	●
A sponsor card distributed with the 150+ food baskets	★	✓	●
Electronic Newsletter promotion	★	✓	●
Advertising on electronic poster and flyer	★	✓	
10% discount on the purchase of Bite Baskets & a flyer in baskets	★		
<b>On-Line Auction in February</b>			
Recognition on Norfolk Sunrise Facebook & website	★	✓	●
Electronic Newsletter promotion	★	✓	●
Print Media and radio promotion	★	✓	
Click-through logo promotion on Auction Website	★		
<b>Flex's Road Rally in September</b>			
Recognition on Norfolk Sunrise Facebook & website	★	✓	●
Electronic Newsletter promotion	★	✓	●
Promotion on Rally Sheet used during the rally	★	✓	
Print Media and radio promotion	★		
Opportunity for the business to be featured as a stop in the rally	★		