



What's better about it?

The Rotary Club of Norfolk Sunrise is continuing with 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

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
- ◇ Indwell Dogwood Suites
- ◇ Cancer Support Program
- ◇ Coats 4 Kids
- ◇ Norfolk Special Olympics
- ◇ Simcoe Panorama
- ◇ Gathering Food Centre
- ◇ Salvation Army
- ◇ 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.

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 major fundraisers. Select from one of 3 sponsorship levels, and corresponding annual cost:

Platinum - \$1,000

Gold - \$750

Silver - \$500

The different benefits associated with each of these levels is explained overleaf.

For more information or to get on board as a major sponsor contact George at treasurer.rcns1@gmail.com

A limited number of major sponsorships are available.



In 2023 our **fundraising events** will include:

- ◇ Catch the Ace
- ◇ On-Line Auction
- ◇ Flex's Road Rally
- ◇ Dragon Boat Racing

New for 2023, the Rotary Club of Norfolk Sunrise will be managing the very popular Dragon Boat Races held in Waterford, in association with the Cancer Support Program. This Sponsorship Program will not apply to the Dragon Boat Races, and sponsors may be approached separately to sponsor a boat in these races.

Silver Sponsors will be recognized on the Rotary Club of Norfolk Sunrise website (norfolksunrise.org), on Norfolk Sunrise's Facebook page, and on the Club's electronic bulletin which is distributed weekly to over 100 club and community members.

In addition to the recognition given to Silver sponsors above, **Gold Sponsors** will have click-through logo promotion on the norfolksunrise.org website, will be prominently featured on signage during the Catch the Ace draws held weekly at the Port Dover Legion and in video viewed by over 900 people each week over Facebook. When the Rotary Club of Norfolk Sunrise uses newspapers or radio to promote its events, Gold Sponsors will be recognized whenever possible. During the Club's Road Rally, Gold Sponsors will be recognized on the rally sheet.

In addition to the recognition given to Gold Sponsors above, **PLATIMUM Sponsors** will be featured prominently when a jackpot winner is announced for the Catch the Ace lottery in media releases for print and broadcast media. Platinum sponsors will be given click-through logo access to the sponsor's website during the Club's On-line Auction, and during Flex's Road Rally, will have opportunity to be featured as a stop in the Rally.

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