



What's so great about it?

The Rotary Club of Norfolk Sunrise is continuing with its sponsorship program that provides valued 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 27-year history of **supporting local charities**. Organizations and projects benefitting include:

- ◇ Norfolk's Trail System
- ◇ Indwell Dogwood Suites
- ◇ Cancer Support Program
- ◇ Coats 4 Kids & Adults
- ◇ Norfolk Special Olympics
- ◇ Simcoe Panorama
- ◇ Gathering Food Centre
- ◇ Salvation Army
- ◇ HN Women's Services
- ◇ Many others

As a community-based service club, 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.

For more information or to get on board as a major sponsor contact Carol at carol.gapstow@gmail.com.

A limited number of major sponsorships are available.

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.



In 2024 our **fundraising events** will include:

- ◇ Catch the Ace
- ◇ All That Glitters
- ◇ Dragon Boat Racing
- ◇ Flex's Road Rally
- ◇ Charity Golf Day

The Rotary Club of Norfolk Sunrise will continue in 2024 to manage 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, **PLATINUM 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 have the opportunity to be recognized as sponsor for a tree during All That Glitters. They will also be given click-through logo access to the sponsor's website during Flex's Road Rally and will have opportunity to be featured as a stop in the Rally.

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