



## RICHMOND WOMEN'S RESOURCE CENTRE & SCOTIABANK HALF MARATHON & 5K SPONSORSHIP OPPORTUNITY

**The Richmond Women's Resource Centre (RWRC)** was established in 1976 and became a non-profit association with Charitable Tax Status in 1989. Since its inception, RWRC has provided a supportive environment in which women in the community are encouraged and enabled to achieve their fullest potential through educational and referral programs, support groups, workshops, volunteering opportunities and more. In 2016, over 500 uses were made of the Resource Centre per month on average, with the Resource Centre offering up to 13 programs & services with the help of 45 volunteers \*. RWRC is an important resource for women in the Richmond community. Visit [www.richmondwomenscentre.bc.ca](http://www.richmondwomenscentre.bc.ca) for more information.

*\*Source: From the RWRC Annual Report, April 2016 – March 2017*

**The 2018 Scotiabank Vancouver Half-Marathon & 5k** takes place on **Sunday, June 24, 2018**. This will be its 20<sup>th</sup> anniversary and the Marathon has had over 66,000 participants raising money for their local charities. The Half-Marathon (the original race to run from UBC to Stanley Park) and the 5km event (great for all skill levels and ages) are both great ways for athletes, fundraisers and local charities to participate in a large scale event to help raise funds for worthy causes. For more information, visit: <http://canadarunningseries.com/scotiabank-vancouver-half-marathon>

### **RWRC's Goals**

This is the first year that RWRC will be participating in the Scotiabank Half Marathon & 5K.

#### **Our goals are to:**

- Raise awareness for a centre that provides valuable support & programs for women in Richmond; and
- Raise \$5000 to support & update existing RWRC programs and provide seed money for new programs.

### **Why Sponsor RWRC at the Scotiabank Vancouver Half Marathon & 5K?**

- Great opportunity to support a worthy cause for the Richmond community
- Great opportunity to associate your organization or business with a large scale charity event well-known in the Lower Mainland
- Effective way to lend your support for the Richmond community in a time & cost effective way

### **Sponsorship Opportunities**

**Join us and give your support to the RWRC!** We will be working with Scotiabank's marketing resource as well as our own to promote our participation, our runners, and our sponsors before, during and after the event using online and onsite marketing and promotions. The following sponsorship opportunities are available.

#### **Gold Sponsor - \$500+**

- At least **3 postings** on RWRC's social media platforms and RWRC's page on the Scotiabank Marathon site
- **Large logo** on RWRC runner t-shirts

- Presence in RWRC's booth onsite at the event on June 24 and RWRC's volunteer support in distributing your brochure or call-to-action item (special voucher or coupon)
- Include logo in any media submissions for print or advertising\*

#### **Silver Sponsor - \$250+**

- At least **2 postings** on RWRC's social media platforms and RWRC's page on the Scotiabank Marathon site
- **Regular-sized** logo on RWRC runner t-shirts
- Presence in RWRC's booth onsite at the event on June 24 and RWRC's volunteer support in distributing your brochure or call-to-action item (special voucher or coupon)
- Include logo in any media submissions for print or advertising\*

#### **Bronze Sponsor - \$100+**

- At least **1 posting** on RWRC's social media platforms and RWRC's page on the Scotiabank Marathon site
- **Company name** (text) on RWRC runner t-shirts
- Presence in RWRC's booth onsite at the event on June 24 and RWRC's volunteer support in distributing your brochure or call-to-action item (special voucher or coupon)
- Include company name in any media submissions for print or advertising\*

**\*Please note: media coverage cannot be guaranteed as printing of the story will be solely up to the media outlet.**

#### **Customized Sponsorship**

We are also open to other ways you may be able to provide sponsorship, (such as through providing services or items needed by our runners for the event). We will be happy to recognize your contribution to RWRC through a customized sponsorship package.

1) What is the target audience for this event / sponsorship

-This event will be promoted to a mass audience via Scotiabank's broad corporate awareness and branding reach. Main target audience will be Lower Mainland residence between the ages of 18 – 65+years of age. RWRC promotions will target specifically the Richmond community.

2) How long will you be promoting this event?

We will begin active promotion on May 1<sup>st</sup>, 2018 and expect to continue active online promotion of our runners, sponsors and activities right up to Sunday June 24, 2018 (8 weeks). We will also have follow up promotion and media release post-event for 1 week.

For questions about sponsorship opportunities, please contact Lisa Sukul, RWRC Board Member, at [lisa.sukul@telus.net](mailto:lisa.sukul@telus.net).