



Sponsorship Benefits Package – Conservation Heroes Wanted

2016 Walk for *rare* - Quick Facts

7th annual event to be held Sunday, September 25, 2016.

A 5km family-friendly walk & fun-run, with corporate team-building opportunities.

Interpretive educational stations offer a unique component.

Festival-style reception with **food and entertainment**.

Funds raised support *rare's* *Every Child Outdoors* (ECO) program.

Participant incentive rewards.

A green event: *rare* makes every effort possible to minimize our environmental footprint.

Exclusive Title Sponsorship rights available.

Excellent exposure and recognition before, during and after event.

A memorable experience focused on making a difference in the lives of children and training the next generation of environmental conservationists!

What does *rare* mean to you?

Help show your support by stepping out with us!

Registered charity # 877615914RR0001



Where will the money go? We consider ourselves lucky to be a part of a like-minded community – one that understands the importance of preserving this 900+ acre urban land trust and educating our community on the importance access to nature plays in our lives. While the goal of *rare* is to preserve its sites and ecosystems intact and in perpetuity, for the community to enjoy in a natural state, it also promotes the lands as a living laboratory for research. This research, in turn, informs restoration practices and education programs through a *Chain of Learning* that reaches even the youngest citizen in a program called *Every Child Outdoors* (ECO), a model of hands-on learning, in the out-of-doors.

At *rare* we take seriously the role we play in fostering the next generation of environmental conservationists. Throughout the years, the **Walk & Run for *rare*** has generated funds and awareness to help support education staff; renovations to, and the completion of, our educational hub, the *rare* ECO Centre; provide educational supplies; provide bus and camp subsidies for children attending ECO; and so much more. To date, we have seen **over 10,000 youth participate in ECO**, and now average **2,500 a year** – but we're not done yet! Join our community in supporting our efforts in the healthy development of our youngest citizens and ensuring that this land is here for future generations.

About *rare*

Founded in 2001, the ***rare* Charitable Research Reserve** is a 900+ acre urban land trust and environmental institute situated at the confluence of the Grand and Speed Rivers in the heart of the Waterloo Region. It is also a beautiful and culturally-significant landscape rich in biodiversity. We strive to preserve the land for future generations by focusing on conservation, research and education.

We are working to develop strategic relationships with partners, sponsors and supporters in the local, national and international environmental communities. Together with the support of our partners, we will maximize our impact, expand our audience, and explore new opportunities for getting *Every Child Outdoors*, while training the next generation of environmental conservationists.





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rare Sponsorship Benefits Guide

Sign on as a Sponsor in time to be included in the next wave of promotions for this *rare* event.

Items included in each Sponsorship Level are marked with a ✓	Title Sponsor \$25,000	Presenting Sponsor \$5,000+	Ambassador \$1,000 - \$4,999	Friends \$501 - \$999	<i>rare</i> buddies \$500
Named and recognized as the official title sponsor of the event Including national coverage to be determined and agreed upon.	✓				
Exclusive feature Ad of corporate endorsement & partnership with <i>rare</i> in The Waterloo Region Record – Serving Kitchener, Waterloo, Cambridge, Elmira, St. Jacobs, New Hamburg, Baden and surrounding area, The Waterloo Region Record reaches an average of 136,800 – 139,200 readers per day.	✓	✓			
Inclusion in The <i>rare</i> review newsletter, with a choice of insert or ½ page colour ad space, reaching approximately 7000 people.	✓	✓			
Corporate Address during Opening or Closing Ceremonies in addition to verbal recognition in opening and closing ceremonies of the event	✓ 5 minutes	✓ 3 minutes			
Signage Recognition at Slit Barn for 1 Week (where approximately 12 000 cars pass each day)	✓	✓	✓		
T Shirts – Your Company logo* on our 2016 Walk & Run for <i>rare</i> shirts given to participants who raise \$100 or more – Logo Placement sized according to sponsorship level (* Reserve by Sep 01)	✓	✓	✓		
Web & Social Media Presence on the <i>rare</i> Charitable Research Reserve web page for the ‘ 2016 Walk & Run for <i>rare</i> ’ event; approximately 168,000 impressions To be mentioned on Facebook and Twitter – seen by more than 2500 people daily	✓	✓	✓	✓	
Swag giveaway –opportunity to give away promotional material at the 2016 Walk & Run for <i>rare</i> to participants* *some restrictions may apply; <i>rare</i> reserves the right not to include items.	✓	✓	✓	✓	
Sponsored KM Marker – Signage and recognition at one of the 500 metre markers along the route				✓	✓
Key Spot Signage - signage at one of the following locations during event: Start Line, Finish Line, Interactive Educational Stops, Morning Coffee, or Lunch (location reserved on first come basis)					✓

Charitable receipt in lieu of Sponsorship recognition - Sponsors at any level wishing to receive a charitable receipt in lieu of the outlined Sponsorship Benefits offered may do so by notifying us directly. Please note that Sponsorship Benefits cannot be granted in conjunction with a charitable receipt.