



March 12, 2010

Dear Sponsor,

Community Missions needs your help to serve those most vulnerable and in need.

As a business in the Niagara and Erie Counties region, we are offering you an opportunity to be visible to over 250,000 people at a high profile event: **The Duck Race of Canal Fest 2010.**

There are a limited amount of sponsorships for the race and we want you to have one. We will have a tent on the bridge at Canal Fest from July 18 through July 24, 2010 and the Annual Duck Race is being held at 3 p.m. on Saturday July 24, 2010. All sponsorship levels and what they include for your company are attached.

Due to support like this, last year Community Missions was able to provide:

- **Over 67,000 meals to the hungry**
- **Almost 6,300 nights of shelter to 483 homeless individuals and families**
- **Residential, vocational, educational and socialization support for more than 600 adult individuals with mental illness.**
- **Homes and programs for over 200 at-risk youth.**
- **More than 7,500 visits to our clothes closet for people to get free winter coats, job appropriate outfits, infant clothing, furniture and more.**

Did you know?

- **\$150 = 9 days of crisis housing for a victim and children of domestic violence**
- **\$200 = Support for a homeless youth for two weeks**
- **\$500 = Housing and meals for a homeless family of 5 for a two weeks**

The Sponsorships come in a variety of different levels or your company can adopt ducks as well to be in the race. Either way you will be providing help to Community Missions through a *tax-deductible donation*. 88 cents of every dollar goes directly to services.

Community Missions wants the Canal to be filled with multi-colored ducks from businesses and individuals throughout Niagara and Erie County. With the state of the economy, our communities are using our services more and more every day and we need YOUR help through sponsorship and/or duck adoption. If would like to sponsor the duck race this year, please contact me directly by phone, mail or email as provided below.

We look forward to you being a part of this fun-filled event in late July; "**Canal Fest's - Duck Race.**" A way to increase your visibility while helping an organization in the local community.

Sincerely,

Katie Trombley
Duck Race Coordinator
Public Relations and Events
Community Missions of Niagara Frontier, Inc
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716-285-3403 ext 2225



COMPASSION IN ACTION
SINCE 1925



Big Duck Sponsor (\$5,000) – (1)

This Sponsorship Level Includes:

- Company Logo included on printed advertising for the event (posters, letters etc)
- Thank you to the company with logo/link will be place on the CMI website for 45 days
- Fifteen (15) ducks will race on behalf of the company
- Company recognition at the finish line for the 2nd place recognition as the “Big Duck Sponsor.” The winner will receive their prize on behalf of your company.
- Company Logo will be included on adoption certificates for presold ducks
- Company logo will be on the back of every duck ticket given to patrons
- Company logo will be placed on every letter mailed for adoption of ducks
- Certificate will be mailed to place on display as the “*Big Duck Sponsor of the Event*”
- Company Logo included on follow up email to those who adopt ducks
- Company Items or offers may be handed out by CMI volunteers over the duration of the event with each duck sold. (provided by the company)



Rubber Ducky Sponsor (\$2,500) – (1)



This Sponsorship Level Includes:

- Thank you to the company with logo/link will be placed on the CMI website for 30 days
- Ten (10) ducks will race on behalf of the company
- Winner of 3rd place will receive their prize on behalf of the Rubber Ducky Sponsor. The winner will receive their prize on behalf of your company
- Company Logo will be included on adoption certificates for presold ducks
- Company logo will be on the back of every duck ticket given to patrons

- Company logo will be placed on every letter mailed for adoption of ducks
- Certificate will be mailed to place on display as the “*Rubber Ducky Sponsor of the Event*”
- Company items or offers may be handed out by CMI volunteers over the duration of the event with each duck sold. (provided by the company)
- Company Logo included on follow up email to those who adopt ducks



Quacker Sponsors (\$500) – unlimited

This Sponsorship Level Includes:

- Thank you to the company with logo/link will be placed on the CMI website
- Five (5) ducks will race on behalf of the company
- Company logo will be on the back of every duck ticket given to patrons
- Company logo will be included on the banner used the night of the Canal Fest parade
- Certificate will be mailed to place on display as the “*Quacker Sponsor*” of the race
- Company Items or offers may be handed out by CMI volunteers over the duration of the event with each duck sold. (provided by the company)
- Company Logo included on follow up email to those who adopt ducks



Ticket, T-Shirt and Banner Sponsor (\$100)-unlimited

This Sponsorship Level Includes:

- Company Logo included on the back of every duck ticket given to patrons
- Company Logo included on the Back of each Duck Race T-shirt
- Company Logo on the Banner used during the Canal Fest Kick-off Parade
- Company Name listed on the website as a sponsor
- Two (2) ducks will race on behalf of the company