



c/o 7838 Redrooffs Rd., Halfmoon Bay, BC V0N 1Y1 • Race Directors: Larry & Teresa Nightingale 604-885-8849

September 16, 2011

Dear Business Owner / Manager / Community Group:

The 35th Anniversary edition of the Sunshine Coast April Fool's Run is set for April 1st, 2012, and the event promises to see continued growth as more and more happy runners spread the word about our great "ma and pa" race. It all started back in 1978 when teacher George Matthews boasted to fitness columnist Fran Berger that he could run from Gibsons to Sechelt without training. The challenge was on! They ended up completing the 13 mile distance together along with 13 others, and the April Fool's Run was born. For 34 years now, others have taken up the challenge to run between the two towns in what has become a spring tradition on the Sunshine Coast. Though George Matthews passed away in 2001, his legacy lives on in this event.

In 2003 we were handed over the organization of this event, and we invited the world to come run our scenic coastal route—by promoting this event as a sports tourism destination at a time of the year when there are few activities of this type. The plan was a great success as 325 runners took part in the event—a 3-fold increase over previous years. With very positive word of mouth recommendation from participants and great support from our sponsors, participation climbed to 487 participants in the 2004 edition, 509 participants in the 2005 edition, over 530 each year in 2006-2009; then a jump to 601 in 2010 and a further jump to 640 in 2011. In 2008 we saw a new men's course record, dropping by more than 3 minutes to 1:06:44 (Ryan Day), with the top 3 men all under the old record; in 2011 we were thrilled to see rising star Keddi-Anne Sherbino set a personal best as well as a new women's record of 1:18:03 (she went on to win the BMO Vancouver Marathon the following month).

In 2012 our event will be race #4 in the 4th annual Lower Mainland Road Race Series (11 events from January to August, with a total of 4000 finishers), drawing extra participants from the Vancouver area looking to score series points. The Fools Run is the only half marathon in the series.

By supporting this highly successful event, you have a great opportunity to increase recognition of your business by both local residents and many Lower Mainland (and beyond) participants. And as shown by race visitor surveys, once these active, healthy visitors discover our beautiful region, they will be back!

Please read the attached sponsorship data sheets to see why you won't want to miss being a part of this traditional event, with the opportunity to gain some inexpensive advertising and community goodwill for your business. Should you choose to join us or return as a sponsor, please note the October 28th deadline for having your logo or name included on the full-colour event rack cards.

Yours sincerely,

L. Nightingale *T. Nightingale*

Larry & Teresa Nightingale
Race Directors, Sunshine Coast April Fool's Run
Tel. 604-885-8849 • Toll-free 1-877-493-5163
Email foolsrun@telus.net • Website: www.foolsrun.com



Advertising / Sponsorship Opportunity

The Event

- Name: Sunshine Coast April Fool's Run 2012
Description: Half Marathon and Half Marathon Relay from Gibsons to Sechelt
Net Proceeds to: Elphinstone Track Facility upgrades (add rubberized surface)
Sanctioned by: BC Athletics (includes insurance)
Special Features: Part of Lower Mainland Road Race Series
Where: Gibsons to Sechelt. Starting in Upper Gibsons, from Community Centre on Park Road, to Reed, Payne, Pratt Rd to Chaster, King Road, Fitchett & Veterans to Sunshine Coast Highway, to Lower Road, Beach Avenue, Marlene, SC Hwy to finish at Mission Point Park in beautiful Davis Bay. Total distance 13.1 miles (21.1 km)
When: Sunday April 1st, race start 9:00 am. Early start 8:00 am for walkers.
Race Directors: Larry and Teresa Nightingale 604-885-8849
Categories: Male and Female 19&U, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, ..., every 5 yrs to 75-79, 80+ ; PLUS Relay 2-person, Relay 4-person with age groups for combined ages of relay members; PLUS Team Competition using 4 combined times to score (men, women or mixed).

Participant Profile

Participants range in age from about 10 years to 70+, with the majority of adults in the 30-55 year range. Runners generally come from the middle to upper income level, with post-secondary education. We are expecting between 650 and 700 entrants this year (2011 registration total was 640). The cap is 700.

Types of Sponsorship

We are looking for donations of cash or product/service to help with the success of this event. Cash donations will help pay for bus rentals, facility rentals, portapotty rentals, timing staff, print materials, awards and prizing, and miscellaneous postage and supplies. Product/service donations can be for prizes (products or gift certificates), post-race refreshments, rack card printing, co-op advertising, tents, etc.

Sponsorship Levels (cash or product/service, retail value):

Title (1 only):	\$1000+ cash + promotional in-kind
Presenting/Media (1 only):	\$1000+ cash + promotional in-kind
Gold:	\$500-\$999 (or higher in-kind)
Silver:	\$300-\$499
Bronze:	\$100-\$299
Supporting:	\$20-\$99

Benefits of Being a Sponsor

Community Recognition

By supporting this event you will be recognized as a positive force in the local and running community, helping to promote health and fitness for all ages as well as supporting the sports tourism economy on the Sunshine Coast and the West Coast.

See next page for details of sponsor benefits associated with each level.



Sponsor Benefits – 2012 Sunshine Coast April Fool’s Run

Benefit	Title	Presenting / Media	Gold	Silver	Bronze	Supporting
Sponsor to be included at the beginning of the event name wherever event name is printed, displayed electronically, spoken, or engraved, i.e. “ <i>sponsor_name</i> Sunshine Coast April Fool’s Run” - including souvenir garments, finisher medals and custom awards	Yes					
Sponsor to be mentioned as “presented by...” wherever event name is printed, or displayed electronically, including souvenir garments		Yes				
Logo displayed prominently in event ads placed in newspapers & magazines; logo printed larger than all others in all print material	Yes	Yes				
Complimentary entry and souvenir technical shirt	3 of each	3 of each	2 of each	1 of each		
Option to set up display at Saturday package pickup at Community/Rec Centre (other promotional ideas will be considered)	Booth	Booth	Table	Shared Table		
Option to set up display at Finish Area in Mission Point Park	Tent	Tent	Shared tent	Shared Tent	Shared Tent	
Opportunity to include coupons, samples or advertising flyers (at sponsor’s expense) in the race packages – envelopes containing bib numbers, timing chips, safety pins, and instructions for participants.	Yes	Yes	Yes	Yes		
Display company banner(s) on race day	Start & Finish, prime locations	Start & Finish, prime locations	Start & Finish	Finish chute	Finish Area	
Verbal acknowledgement of sponsorship at the awards ceremony	Yes	Yes	Yes	Yes		
Sponsor name or logo listed on the following: full-colour posters posted in many locations, race website at www.foolrun.com (sponsor page with links to sponsor websites where applicable), in race packages.	Logo in website banner and top of sponsor page	Logo in website banner and top of sponsor page	Logo also included in home page sidebar	Logo	Logo	Logo on website, Name on print materials



Sunshine Coast April Fool's Run 2012 Sponsorship Agreement

If this form is received by **October 28, 2011**, your logo/name will be included on our rack cards (full colour). All submissions will get website exposure as soon as agreement and logo are received.

*Please print clearly; *=required field*

*Name of Organization _____

*Contact Person/Owner _____

*Business Phone _____

Fax _____

Email _____

Website URL _____

*Full Mailing Address _____

Physical Address (if different) _____

Sponsorship Level:

- Title \$1000+ cash Presenting/Media \$1000+ in-kind Gold \$500-\$999
 Silver \$300-\$499 Bronze \$100-\$299 Supporting \$10-\$99

Silver & higher: tech shirt size: Men's Women's >> S M L XL XXL XXXL

Bronze & higher: please email your logo to foolsrun@telus.net, in EPS, PDF, TIF or JPG format.

Description of sponsorship—Please check all that apply:

- Cheque Amount \$ _____ Payable to April Fool's Run
 Product Service Gift Certificate(s) Retail Value \$ _____
Description/Details: _____

- Items/payment included with this form OR to be delivered or picked up at a later date
 We are interested in setting up a booth or table on Saturday at package pickup (Silver & higher)
 We are interested in setting up a tent/booth or table on Sunday at the finish area (Bronze & higher)
 We have banner(s) we would like to display on race day (Bronze & higher)
 We will provide flyers/coupons or samples for the race packages (Silver & higher)

By signing below I agree that I or my company/business/organization will provide the Sunshine Coast April Fool's Run organizers with the donation as described above, on or before March 28, 2012. Bankruptcies/closures exempt. A donation of equal or greater value may be substituted if the specified item/service is unavailable.

Authorized Signature: _____ Date: _____

Name: _____

Please return to: April Fool's Run
c/o 7838 Redrooffs Rd.
Halfmoon Bay, B.C. V0N 1Y1
Email: foolsrun@telus.net