

3rd Annual Day at the Races

In support of the
Chimborazo Children's Fund
Saturday May 10, 2008

Thanks to sponsors and over 300 attendees, the 2007 event raised over \$60000 net for a school project in Ecuador.

Following last year's extraordinary success,
The Chimborazo Children's Fund is pleased to announce its
3rd Annual Day at the Races;
An exciting event that combines food, entertainment, Ecuadorian culture, and an irresistible Silent Auction.



Join us at Woodbine Racetrack
For the 3rd Annual Day at the Races!

For more information on Sponsorship opportunities, contact
Will Boake at: 416-400-6190

Summary of Sponsorship Opportunities 3rd Annual Day at the Races

In support of
Chimborazo Children's Fund, Ecuador
Saturday May 10, 2008

Win - Title Sponsor (\$10,000)
Place - Associate Sponsors (\$5000)
Show – Event Sponsors (\$2500)
VIP Beverage Sponsor \$1500
Valet Sponsor: \$1000



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EVENT TITLE SPONSOR
~Benefits and Incentives~
(\$10000)
3rd Annual Day at the Races
In support of
Chimborazo Children's Fund
Saturday May 10, 2008

Event Benefits on-site at Woodbine Racetrack:

VIP Package:

Eight (8) Complimentary guest tickets including:

- ❖ Gold Partner head table with prime track viewing and monitors
- ❖ Delicious gourmet luncheon service
- ❖ Complimentary wine with lunch
- ❖ Valet parking for your convenience
- ❖ Door prizes, Silent Auction

Promotional Benefits:

- ❖ Opportunity to address the audience during opening ceremony
- ❖ Opportunity to have an onsite display to promote company / products.
- ❖ Sponsor a race. Your company name will be announced by the Woodbine Racetrack announcer at the beginning of your race; heard by viewers across North America watching from all simulcast locations.
- ❖ Invitation to Winners Circle Presentation to winning horse and owner for your sponsored race.
- ❖ Opportunity to present blanket to winning horse with your logo.
- ❖ Professional photo of *Winners Circle* moment included.

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On-site signage:

- ❖ Your Company name flashed on the infield matrix board and announced as race sponsor by track announcer during designated race.
- ❖ Your Company's sponsorship will be promoted during your designated race on closed circuit TV at racetracks throughout Canada and the United States.
- ❖ Company Ad in the daily Woodbine Racing Forum
- ❖ Name prominently displayed on sponsor banner to be hung inside tent.
- ❖ Logo and sponsor name prominently displayed on each table and in event program
- ❖ Company name prominently displayed on podium.
- ❖ Company link from Chimborazo Children's Fund website.
- ❖ Company name prominently listed on website as sponsor.



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EVENT ASSOCIATE SPONSOR

~ Benefits and Incentives ~

(\$5000)

3rd Annual Day at the Races

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Event Benefits on-site at Woodbine Racetrack:

Four (4) Complimentary guest tickets including:

- ❖ Priority seating with prime track viewing and monitors.
- ❖ Delicious gourmet luncheon service
- ❖ Complimentary wine with lunch
- ❖ Valet parking for your convenience

Promotional Benefits:

- ❖ Sponsor a race. Your company name will be announced by the Woodbine Racetrack announcer at the beginning of your race; heard by viewers across North America watching from all simulcast locations.
- ❖ Invitation to Winners Circle Presentation to winning horse and owner for your sponsored race.
- ❖ Opportunity to present blanket to winning horse with your logo.
- ❖ Professional photo of *Winners Circle* moment included.

On-site signage:

- ❖ Name prominently displayed on sponsor banner to be hung inside tent.
- ❖ Logo and sponsor name prominently displayed on each table and in event program.
- ❖ Company link from Chimborazo Children's Fund website.
- ❖ Company name prominently listed on website as sponsor.

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EVENT SPONSOR
~Benefits and Incentives~
(\$2500)
3rd Annual Day at the Races
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Saturday May 10, 2008

Event Benefits on-site at Woodbine Racetrack:

VIP Package:

Two (2) Complimentary guest tickets including:

- ❖ VIP Sponsors table with prime track viewing and monitors.
- ❖ Delicious gourmet luncheon service
- ❖ Complimentary wine with lunch
- ❖ Valet parking for your convenience
- ❖ Door prizes, Silent Auction

Promotional Benefits / On-site signage:

- ❖ Company introduced by "Master of Ceremonies".
- ❖ Name prominently displayed on sponsor banner to be hung inside tent.
- ❖ Logo and sponsor name prominently displayed on each table and in event program
- ❖ Company link from Chimborazo Children's Fund website.
- ❖ Company name prominently listed on website as sponsor.

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