



CHILDREN'S
run across
CANADA

Children's Run Across Canada Sponsorship Program

August 30, 2008

Prepared by:
Guru Gobind Singh Children's Foundation

Guru Gobind Singh Children's Foundation

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Dear Prospective Sponsor,

The GGSCF is a children/youth based registered charity completely run by volunteers with a mission to inspire and help children in third world countries, while teaching children/youth in Canada valuable lessons such as compassion and leadership skills. Although we are a relatively young charity, we strongly feel that we have come of age by virtue of our past accomplishments and our big future dreams.

Next year, during the summer of 2009, we are organizing a "Children's run across Canada" to commemorate the 10th anniversary of the GGSCF. After being inspired by great Canadian heroes such as Terry Fox and Rick Hansen, the children and youth are also motivated to fulfill bigger goals and reach for their dreams.

To make these goals and dreams a possibility, we need the help of companies and organizations like yours who also believe in the spirit and courage of our children and youth. The following pages provide a brief introduction to the event that we have planned and a brief history of the GGSCF. Please review this package, and should you be able to sponsor this event or would like to meet with us to discuss such an opportunity in more detail, we will be most pleased to hear from you.

Yours truly,

Harjot Singh Bains
Sponsorship Coordinator
416-806-4275

Purpose & Mission

- Challenge for all participants
- Inspire children on human potential
- Learn the meaning of teamwork and effort in support of a common goal
- Develop empathy for others, especially those in need
- Make connections between Canadians of all ages, backgrounds and regions
- Learn the vastness and diversity of our country





Event Information



Average distance to be covered each day is 130 km by teams of relay runners.

The route will take nine weeks to complete and is split into three sections (East, Central and West)

Each section will be completed by two teams and each team will be comprised of ten runners and six volunteer drivers/ coordinators.

Cause

Objective

Through this event, we will be collecting money for children in need both in Canada and others abroad under our slogan of "... children helping children..."

We plan to do this by collecting for Canadian Children's Hospitals and for a school in a developing country through Plan Canada.

Our goal is to collect a minimum of \$110,000. This would be distributed \$10,000 to each hospital in each of the ten provinces we will be running through and \$10,000 for a new school. Should funds exceed our goal the additional money would be distributed in the same portions (1/11th for each charity) less any additional expenses to collect these donations.

Targeted Hospitals with whom we are currently communicating with are listed below:

- Janeway Child Health Centre, Newfoundland and Labrador
- IWK-Grace Health Centre, Nova Scotia College of Physicians and Surgeons, Prince Edward Island
- Saint John Regional Hospital, New Brunswick
- Montreal Children's Hospital, Quebec
- Hospital for Sick Children, Toronto, Ontario
- St. Boniface General Hospital, Manitoba
- Kinsmen Children's Centre, Saskatoon, Saskatchewan
- Alberta Children's Hospital, Calgary, Alberta
- Children's and Women's Health Centre of BC, British Columbia





Cost & Sponsorship Opportunities

An event of this magnitude requires significant volunteer and financial contributions in order to be successful. While the volunteer pool is growing from children/youth/parents we also need help to cover the estimated cost of the event as broken down below.

Description	Cost
Transportation	\$60,000.00
Fuel	\$40,000.00
Accommodations	\$80,000.00
Food	\$20,000.00
Advertising and Promotions	\$25,000.00
Administration	\$25,000.00
TOTAL	\$250,000.00

Sponsorship Levels

Sponsorship levels and limits at the top tiers are identified below. Sponsorship in these levels will be on a first written commitment basis. We are making this request well in advance of next year to facilitate corporate/institution budgeting requirements.

- Diamond Sponsorship - \$50,000 - limit 1-2
- Platinum Sponsorship - \$25,000 - limit 3-4
- Gold Sponsorship - \$10,000 - limit 15
- Silver Sponsorship - \$5,000 - no limit
- Bronze Sponsorship - \$2,500 - no limit
- Individual Patrons - \$1,000 - no limit

Sponsorship money will not be required until 2009 as most of the costs are incurred closer to the event. However we are flexible should organizations want to donate sponsorship funds this year or split the contributions over two years. The following page identifies the various opportunities and benefits for each level.



Diamond Sponsorship Benefits

1. The corporate/institution logo/name will appear with the most prominence on all printed material – website, flyers, posters, programs during the run and any associated functions such as fund raising dinners.
2. The corporate/institution logo/name will appear on the lead vehicle to be driven all the way across Canada.
3. The corporate/institution name will be announced at all programs and public speaking/address opportunities along the route and when donations are made to charities along the way. Opportunity for corporate/institution representatives to speak, should they want to, at each of these venues.
4. The corporate/institution name will be announced on all radio/TV programs.
5. The corporate/institution logo/name will appear on T-shirts made for the event that are given to participants and volunteers.
6. Should the corporate/institution provide a banner/logo to the GGSCF this will be displayed at all venues.
7. The most significant award of appreciation will be presented after the event.

As this sponsorship level is limited to two, only one corporate/institution will be accepted for any market segment. For example if Bank X sponsors the event no other bank will be accepted at this level but Airline Y will be accepted. This is done so that the lead sponsor has some tangible and exclusive benefit.

Platinum Sponsorship Benefits

1. The corporate/institution logo/name will appear with the second most prominence on all printed material – website, flyers, posters, programs during the run and any associated functions such as fund raising dinners.
2. The corporate/institution name will be announced at all programs and public speaking/address opportunities along the route and when donations are made to charities along the way.
3. The corporate/institution name will be announced on all radio programs.
4. Should the corporate/institution provide a banner/logo to the GGSCF this will be displayed at all major venues.
5. An award of appreciation will be presented after the event.



Gold Sponsorship Benefits

1. The corporate/institution logo/name will appear with the third most prominence on all printed material – website, flyers, posters, programs during the run and any associated functions such as fund raising dinners.
2. The corporate/institution name will be announced on major programs and public speaking/address opportunities along the route.
3. The corporate/institution name will be announced at most radio programs.
4. Should the corporate/institution provide a banner/logo to the GGSCF this will be displayed once in each province at an appropriate opportunity.
5. An award of appreciation will be presented after the event.

Silver Sponsorship Benefits

1. The corporate/institution name will appear with the fourth most prominence on all printed material – website, flyers, posters, programs during the run.
2. The corporate/institution name will be announced at one location in each province at an appropriate venue during a major program and/or public speaking/address opportunity along the route.
3. The corporate/institution name will be announced on some radio programs.
4. Should the corporate/institution provide a banner/logo to the GGSCF this will be displayed five times during the entire run at an appropriate opportunity.
5. A certificate of appreciation will be presented after the event.

Bronze Sponsorship Benefits

1. The corporate/institution name will appear with the fifth most prominence on all printed material – website, programs during the run.
2. The corporate/institution name will be announced at two locations during the run at an appropriate venue during a major program and/or public speaking/address opportunity along the route.
3. The corporate/institution name will be announced on radio programs in the home province only.
4. Should the corporate/institution provide a banner/logo to the GGSCF this will be displayed two times during the entire run at an appropriate opportunity.
5. A certificate of appreciation will be presented after the event.

Individual Patrons Sponsorship Benefits

1. The individual or company name will appear on all printed material – website, programs during the run.
2. The name will be announced at home province only at an appropriate venue during a major program and/or public speaking/address opportunity along the route.
3. The name will be announced on radio-thons or programs of sufficient length to mention all of the names.
4. A certificate of appreciation will be presented after the event.

An event of this type however has significant benefits for the sponsors such as:

- Significant exposure to people who are touched by this event, along the route, through advertising (TV/radio/flyers/posters etc.).
- Your contribution inspires more children to take on challenges in the future.
- As the GGSCF is driven and motivated by our Sikh values the news of this event will transcend beyond the Canadian borders. The impact of this event will reach Sikhs across the world.
- Your brand will reach out and reside in the memories in all those who participated as this is an event with memories that last a life time.



Parliament Hill at the completion of the 1999 Toronto to Ottawa Run sponsored by Scotiabank



Guru Gobind Singh Children's Foundation

Background

The Guru Gobind Singh Children's Foundation (GGSCF) was established by children and youth in 1999 as a way to celebrate the 300th Anniversary of the Khalsa and to honour the tenth Guru of the Sikhs. In 2002 the GGSCF was registered as a charity with the Canadian Revenue Agency.

Vision

"A Foundation run by children/youth with a vision to help other children meet their basic needs, while adding meaning to their lives, and carrying out the work in the spirit of the teachings of Sikh Gurus"

Mission

1. Organize interesting, challenging, and enjoyable charity fundraising events with a focus on "...children helping children..."
2. Provide long term financial aid to support children in poverty through existing charities.
3. Organize participation of children and youth in local charity events that focus on helping children, those in poverty, the physically challenged, those that provide medical treatment or education, or those that support environmental work and thereby make our communities and world a better place for the children of tomorrow.
4. Establish an administrative system that allows the children and youth to plan and develop the running of the Foundation with a view to providing continuing personal growth of the participants.
5. Grow the Foundation by fostering the spirit of community service and responsibility in accordance with the teachings of Sikh Gurus and under the principle "that we are all children of one God."

Previous Run Events

- 1999 - Toronto to Ottawa Relay Run
- 2000 - 1000 km Relay Run
- 2001 - Montreal Relay Run
- 2002 - 24 Hour Relay Run
- 2003 - York University Run / Walk Challenge
- 2004 - Niagara Falls to Toronto Relay Run
- 2005 - Mississauga 5 to 10 Km Run/Walk
- 2006 - 1000 Km Run around Dixie Gurdwara
- 2007 - Annual Run at Guru Gobind Singh Stadium
- World Harmony Run



Other Activities

While runs are used as fund raisers, the GGSCF helps out in many other activities, some of which are identified below:

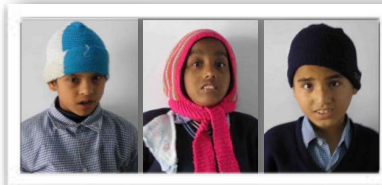
- Serving free meals at Fred Victor Centre, Toronto during winter months
- Annual participation in the WWF CN Tower Stair Climb
- Collection for the Food Bank at the annual Khalsa Day Parade
- Sikh Community Food Drive with 15 Sikh Temples across GTA
- Annual participation at the Hungry Moose Parade for Food Bank
- Annual Basketball Tournaments
- Annual participation at the Canada Day Parade
- Annual day trip for Senior Citizens
- Speaking on children's issues
- Voice for peace after 9/11 at City Hall
- Awards for those that inspire Children/Youth
- Credit Valley Hospital Fund Raising Walk
- Fun day for children organized by youth
- Monthly meetings run by and for children/youth
- Awards to children/youth that show leadership
- Punjabi Idol - inspiring youth talent
- Leadership Development Workshops
- Inspiring and developing children at camps
- Helping at the Angel Foundation Blood Drive
- Peel Police Race against Racism - 5 km Run/Walk
- Managing buses at the Khalsa Day Celebrations for 50,000+ people



Children Helping Children

The charity was established with the vision of children helping children. At present the GGSCF supports 176 children through monthly financial support which goes towards the basic needs of the children (food, clothing, shelter, education and medical). The children are supported through the following charities:

- Plan Canada
- World Vision
- SOS Children's Villages
- Vocational Rehabilitation Training Centre - for visually impaired children
- Joti Saroop Kanya Aasra Trust - for girls from under privileged backgrounds
- Navjivni School of Special Education - for mentally challenged children



Navjivni School of Special Education



Vocational Rehabilitation Centre



Joti Saroop Kanya Aasra Trust

Plan Canada

