



SPONSORSHIP PACKAGE

Tri For Dakota

2km Swim ~ 92km Bike ~ 21km Run



“Tri for Dakota” Fundraiser

Tammy Lyle-Gravlev and her husband Colin Gravlev are participating in the Trisport Subaru ½ Ironman in Peterborough on July 6 2008. They are entering the race as a relay with Tammy doing the 2km swim, Colin doing the 92km bike, and Tammy doing 21km run. They are doing this race to raise funds for the Sunnybrook Foundation. Tammy says *“This has special meaning to us because our daughter Dakota was born in the Sunnybrook NICU on June 4, 2007 three months prematurely and sadly passed away two days later. It was a devastating time for us. The care and support that Dakota and I received from the unit was exceptional and we want to help them assist other infants in the NICU and mothers in the High Risk Pregnancy Unit”*.

Charity Organization

All of the money raised from this event will go directly to the Sunnybrook Foundation with funds directed to the Sunnybrook Perinatal Neonatal Intensive Care Unit and the Perinatal Research Fund. They are currently undertaking a campaign to improve facilities and provide new equipment. Charitable business number: 899209118 RR0001.

Fundraising Launch and Silent Auction

We are excited to announce that we are hosting our Tri for Dakota Launch and Silent Auction at the Orbit Room (580A College Street, Toronto) on Sunday April 6 '08 from 3- 6pm. Hors d'oeuvres will be served courtesy of the Orbit Room. All proceeds from the silent auction be directed to the Sunnybrook Foundation.

Background on Tammy & Colin

Tammy and Colin have been married for 7 years, and are very fortunate to have a wonderful son, Jaxon who is 2½. Colin and Tammy competed in their first Try-a-Tri race in Bellwood, August 2000 and have been casually racing ever since. Jaxon did his first 1km kids fun-run this September and with a little help from cookie bribes, he managed to cross the finish line! After the loss of their daughter Dakota, it was very important for them to do something special in her memory. This process has given them an outlet to talk about Dakota, which has greatly helped with their healing. It is their hope that awareness and contributions to this worthwhile cause will be a fitting legacy for Dakota, and that her brief life can have an impact beyond their own family.

“Each year Sunnybrook delivers approximately 4000 babies. Sunnybrook has an international reputation in caring for high-risk women acting as a referral centre for women who need special care during pregnancy or those at risk of delivering an infant who requires intensive care”.

GOLD Sponsor—\$500.00 + (Including In Kind)

- Listing and logo/hyperlink on the Tri for Dakota website
 - Logo on all Tri for Dakota marketing materials including brochures and posters
 - Sponsor flyers available at Tri for Dakota tent on race day
 - Banner (supplied by sponsor) to be displayed at the Tri for Dakota tent on race day and at fund-raising events
 - Promotion of sponsorship at Tri for Dakota fundraisers organized in anticipation of the race on July 6, 2008
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SILVER Sponsor—\$100.00 + (Including In Kind)

- Listing and logo/hyperlink on the Tri for Dakota website
 - Sponsor flyers available at Tri for Dakota tent on race day
 - Promotion of Sponsorship at Tri for Dakota fundraisers organized in anticipation of the race on July 6, 2008
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BRONZE Sponsor—\$50.00 + (Including In Kind)

- Listing on the Tri for Dakota website
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SILENT AUCTION Sponsor— \$ In Kind Donation

- Listing on the Tri for Dakota website
 - Listing on table top brochure at the Silent Auction
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We would like to thank all of our sponsors for their support and generosity.



Tri for Dakota

Sponsorship Opportunities

Sponsorship/Donation Form: Yes, we want to support Tri for Dakota

Company Name: _____

Contact Name: _____

Address: _____

Telephone # _____ **Fax #** _____ **Email** _____

SPONSORSHIP - We would like to be a sponsor at:

- | | |
|---|--|
| <input type="radio"/> Gold \$500 plus | <input type="radio"/> Bronze \$20 plus |
| <input type="radio"/> Silver \$100 plus | <input type="radio"/> Silent Auction \$ In Kind Donation |

IN KIND DONATION – We would like to donate an item.

Item description _____

Item \$ value _____

To be picked up/delivered _____

Timing: We ask that sponsorships and donations be committed no later than May 31, 2008 so that we may include your name or company name in all appropriate recognition and promotion. For \$100 plus sponsors artwork of your company name and logo is required by June 1, 2008 . Please send in jpeg format to trifordakota@hotmail.com. **Promotion of your participation will begin as soon as we receive your artwork.** We reserve the right to approve all sponsorships and donations.

For accounting purposes a letter of recognition will be provided through the **Sunnybrook Foundation**. Sponsorship and items donated may be written off as business promotion expenses according to Revenue Canada. For items, please provide an invoice or statement of fair market value.

Signature _____ **Date** _____

Please mail to:

Tri for Dakota, 35 Beadle Drive, Ajax, ON L1S 7P1

Thank you for your support!



How to Make a Donation to Tri for Dakota

Online

<http://www.trifordakota.com/donations.html>

Mail

ATTN: Community Events

Sunnybrook Foundation

2075 Bayview Avenue, Room H366

Toronto, Ontario

M4N 3M5

Please make your cheque payable to the Sunnybrook Foundation
(Reference Tri4Dakota)

Phone

Main Foundation Reception: 416.480.4483

Toll free: 866.696.2008

(Reference Tri4Dakota)

Tax receipts will be issued for donations of \$10.00 or more

Contact Us

Tri for Dakota

Tammy Lyle-Gravlev & Colin Gravlev

35 Beadle Drive

Ajax, Ontario

L1S 7P1

Phone 905.995.9240

Email trifordakota@hotmail.com

Website www.trifordakota.com