



2019 Sponsorship Package



About the Race

The Southern Ontario Amazing Race (SOAR) is a two day adventure race that raises funds for the Children's Foundation of Guelph and Wellington. The race takes place on the first weekend of June each year. SOAR is a clue-based adventure race complemented by numerous physical and mental challenges designed to test racers strengths, where they will experience the best of Southern Ontario's landscapes and cities.

The Cause

In its 15 year history, SOAR teams have raised over \$1,000,000 for The Children's Foundation of Guelph and Wellington. SOAR continues to be one of the Foundation's largest fundraisers each year.

The Children's Foundation has helped thousands of children re-direct or refocus their lives by providing financial assistance for sports, arts activities, and summer camp; scholarships; memorable Christmas experiences; and breakfast, lunch or snack programs at school. The children helped by the Foundation are currently in family situations that limit their ability to access these opportunities.



Social Media Audience

- 70% of our audience are women between the age of 25 and 54 years old.
- 32% of are audience reside in Wellington County, 10% in the Region of Waterloo, 7% in Toronto and 7% in Brant County
- Major interests include Dogs, Music Festivals, Weather, Outdoor Activities and Sporting Events.

Twitter

1,273 Followers
Over 56,000 Impressions
During 2018 Campaign Period

Facebook

1,124 Followers
Over 14,000 Organic
Post Reach*

Instagram

356 Followers

Over 11,000 LIVE Stream and
Video Views*

Above statistics reported during 2018 campaign period (May 1 - June 30, 2018)
Followers as of January 17, 2019

Past Media Coverage



THE WELLINGTON ADVERTISER

GuelphMercuryTribune.com

The Sault Star

Sponsorship Levels

We strive to offer flexible choices and options to potential sponsors to help meet your needs while focusing on creating a high quality adventure race. The chart below outlines our general benefits structure for each level of sponsorship. While sponsors are generally satisfied with the structure below, our team is ready and willing to help personalize a package that meets your company's needs and desires.

	Title Sponsor	Adventure	Challenge	Checkpoint
	\$5,000	\$3,000	\$1,750	\$750
BRAND RECOGNITION (One Opportunity)				
Recognition as sole SOAR Title Sponsor	▶			
Named premium adventure challenge		▶		
Named/Themed challenge or race element (ex. Shuttles, Meal, Prize, Overnight Location etc.)			▶	
Signage at all high traffic locations (Including starting line & pit stop)	Premium Signage	Shared Signage		
Logo on Race Website Header	▶			
Logo on Race Social Media Headers	▶			
Logo included on First Place Prize "Big Cheque"	▶			
Logo on Racer and Volunteer Water Bottles	▶			
Logo spot on all Live Stream videos	▶	▶		
Logo on Challenge clue and Volunteer instructions	▶	▶		
Logo in race Newsletters	▶	▶		
Logo on Racer and Volunteer T-Shirts	Premium Placement	▶	▶	
Signage at challenge location	▶	▶	▶	
Placement of promotional materials in Racer and Volunteer Kits (150)	▶	▶	▶	
Logo and link to your URL link on race website	▶	▶	▶	▶
Signage at one (1) cluebox location				▶

MEDIA				
Media coverage and Live Stream recognition	▶	▶		
Social media mentions	10	6	3	1

HOSPITALITY				
Invitation to Post Race BBQ & Awards Ceremony	▶	▶	▶	▶

In-Kind Donations

Donations of product or service help keep the cost of running SOAR manageable and get your product in the hands of SOAR participants. Items needed include:

- Prizes Awarded in sets of two for:
 - Top Three Placing teams
 - Top Fundraising Team
 - Biggest Mover (Most improved from day 2 finish to day 1 finish).
 - First place team on day 1
- Gas Cards
- Food
- Athletic Therapy / Massage for Participants
- Printing
- Transportation

Past Sponsors Include:



Thank you for your consideration!

Learn more about the race at:

www.therace.ca

