

Dear Potential Supporter,

The LOARING TRIATHLON is the brainchild of a local Windsor sister-brother team (Charlotte & James Loaring), who wanted to make a difference in their community, while promoting a healthy and active lifestyle. The event dates back to 1999, where the first loaring triathlon was held at the Loaring Family cottage on the shores of Lake Erie in Essex County. Though the race venue hasn't changed, the size of the event certainly has.

In 2004, after a long and courageous term with breast cancer, Elena Loaring (mother of Charlotte & James) lost her battle. As a tribute to Elena, and in support of other women and families undergoing similar battles, **"The Elena Loaring Memorial Fund for Breast Cancer Research"** was established at the University of Windsor. This Memorial Fund supports scholarships to University of Windsor graduate students engaged in breast cancer research. **The Ontario Government doubles all contributions to the Memorial Fund until the year 2011**; in other words, each contribution dollar has a double punch!

The 2004 and 2006 Loaring Triathlons reached capacity weeks before closing date, with a race-day crowd of over 500 people. The competitions were followed by a post-race meal, awards presentation, live musical entertainment, and post-race party. Media covered the event extensively, with several front page stories in various newspapers and publications. Together, we raised over \$85,000.

We are back with a vengeance in 2008 for what we feel will be the best Loaring Triathlon yet! Once again, we expect a full media blitz during the count-down to race day, on Saturday, July 19th, 2008.

We would very much appreciate your support for the 2008 Loaring Triathlon. Sponsorship may be monetary and/or of equivalent product value.

Without financial support, the Loaring Triathlon would not exist. We recognize the importance of our supporters, and will make every effort possible to promote and publicly thank those involved.

Thank you for your consideration, and we look forward to having you onboard.

Sincerely,

Charlotte and James Loaring  
Co-Organizers of the Loaring Triathlon

#### ONBOARD SPONSORS 2008



## SPONSORSHIP LEVELS

**TITLE:** \$5000+ (Premier logo/name exposure on all marketing medium, including the name of the event itself as "Your Company's Name" Loaring Triathlon. Frequent verbal mention.)

**PLATINUM:** \$3000 - \$4999 (Priority logo/name placement on all marketing medium, including brochures, posters, web, t-shirts, signage, media. Frequent verbal mention.)

**GOLD:** \$1500 - \$2999 (Logo/name on all marketing medium, but not necessarily priority placement. Frequent verbal mention.)

**SILVER:** \$1000 - \$1499 (Logo/name on most medium. Frequent verbal mention.)

**BRONZE:** \$500-\$999 (Logo/name on web, brochures, posters, and t-shirts. Regular verbal mention.)

**SUPPORTERS:** <\$500 (Name on web/brochures. Verbal mention.)

#### CONTACT

Race Directors: Charlotte & James Loaring  
Website: [www.loaring.com](http://www.loaring.com)  
Email: [james@loaringphysio.com](mailto:james@loaringphysio.com)  
Contact: James Loaring (519)562-5231

WWW.LOARING.COM