

www.loaring.com/loaring/triathlon.htm

7th 
Loaring
triathlon



Dear Potential Supporter,

The Loaring Triathlon is the brain-child 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 and passed away. 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 Loaring Triathlon reached capacity weeks before closing date, with a race-day crowd of over 500 people. The competitions were followed by a BBQ meal, awards presentation, live musical entertainment, and post-race party. Media covered the event extensively, with four front-page stories in various newspapers and publications. Together, we raised over \$52,000 in 2004 alone.

We are back with a vengeance in 2006, for what we feel will be the biggest and best Loaring Triathlon yet! Windsor Life Magazine will be doing a feature story on the event in its May/June 2006 issue, and, once again, we expect a full media blitz during the count-down to race day, on **Saturday, September 9th**.

The 2006 Loaring Triathlon will have a new position: the final race in the newly-formed Ontario Triathlon Series, for which the web site is: www.ontariotriathlonseries.com

We would very much appreciate your support for the 2006 Loaring Triathlon. Sponsorship may be monetary and/or of equivalent product value.



Sponsorship Levels

Silver: \$200 to \$499

Company name on website, brochure, and signage.

Gold: \$500 to \$999

Company name and logo on website, brochure, poster, race t-shirts, and signage; verbal mention at event; free advertising opportunity in race kits.

Platinum: \$1000 to \$2999

All of the above, with increased exposure and priority positioning of logo on all marketing materials; free table/booth at expo on race day; multiple verbal mentions by MC at event.

Title: \$3000 and Over

Main event sponsor - "The [Sponsor Name] Loaring Triathlon". Highest priority exposure/positioning in all areas mentioned above.

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 on board.

Sincerely,



**Charlotte and James Loaring
Co-Organizers of the Loaring
Triathlon**

Onboard Sponsors 2006

