

Proposal for KGHM Ajax

Sponsorship Opportunity to have a presence at every TRU Fundraising event in 2015

Total Investment: \$25,000

Foundation Gala (Entertainment) Sponsor – February 14, 2015 - \$7,000

The Gala is the Foundation's biggest fundraising event of the year. In the twenty-two year history of the event, close to one million dollars has been raised for student scholarships and bursaries at this event. The Gala showcases a five-course gourmet dinner prepared by TRU culinary arts students and sells out annually with 325 community leaders in attendance. This year, one of literatures most famous adventures will come to life at "An Evening in Wonderland". Guests will be transported to "Wonderland" and enjoy an evening of enchantment and intrigue featuring live and silent auctions, entertainment, and dancing the night away with the show band March Hare. This premier band from Vancouver will be sure to get everyone up dancing with a "Thru the Decades" show with a variety of old and new songs complete with "Wonderland" themed costumes. This event is considered **the black tie event** in Kamloops and attendees include Foundation donors, business leaders, political leaders, and professionals. This event raises \$60,000+ for the Foundations fundraising efforts towards student bursaries.

Sponsor Benefits:

- Logo in all print advertising
- Logo in the evening program listed as the **Entertainment** sponsor
- Logo on the sponsor board placed in a prominent location at the event
- Name mentioned throughout the evening
- **Table at the event (10 guests)**
- Tax Receipt

**WolfPack Athletics & School of Trades & Technology “Evening in Vegas” Sponsor
– March 27, 2015 - \$2,500**

Please join Lindsay Langill, Dean TRU Trades and Technology and Ken Olynyk, Director of Athletics and Recreation for a fun filled evening of entertainment, with fantastic appetizers served throughout the evening and lots of laughter! In support of scholarships for our talented and passionate student athletes, this “night on the town” will introduce you to the exciting world of Black Jack, Crown & Anchor and Red Dog and you receive \$300 of WolfBucks “fun money” when you arrive.

You can also win great prizes, including a Stocked Wine Fridge and BC Lions tickets to name a few and participate in the silent auction and take home some great stuff! You will be thoroughly entertained by some talented TRU students and meet many of the TRU student athletes who will be the card dealers for the evening!

This is a great opportunity to use this event for “team building” with your staff and/or reward them for their loyalty and hard work at your business! Whatever the motivation, we would be pleased to have you join us in support of the TRU WolfPack student athletes!

Benefits:

- **Tickets to the event (10)**
- Logo on signage in a prominent location at the event
- Name mentioned throughout the evening
- Logo in the thank you ad
- Tax Receipt

Distinguished Alumni Awards (Recipient) Sponsor – April 10, 2015 - \$1,200

This event has become the signature event for the Alumni Association showcasing the accomplishments of TRU’s graduates, students and faculty. This year we are expecting 200 guests at the event. Over the past 17 years, 62 graduates have been selected to receive these prestigious awards. The outstanding community contributions and professional achievements of our graduates, combined with teaching excellence, continue to build TRU’s reputation as a first class university throughout our region and around the world.

Benefits:

- Presentation of award to award recipient
- Logo on large poster board at the event, specific to the sponsored recipient
- Logo in award winner videos
- Logo recognition on all print and electronic media
- **Tickets to the event (2 guests)**
- Logo displayed in the program each guest receives
- Log on TRU Alumni website
- Logo in Alumni Bridges Magazine (circulation 22,000)
- Logo/Name visually displayed on Power Point at event

Music in the Round (Reception) Sponsor – May 2, 2015 - \$2,500

The “Music in the Round” is a prestigious evening of Music, Art and Fundraising. This event is a joint fundraising event for the Kamloops Interior Summer School of Music (KISSM) and the TRU Foundation and is held in the Irving K. Barber Centre in the Brown Family House of Learning on the TRU campus. Funds raised will go towards bursaries for TRU Fine Arts students and KISSM performance and educational programs. The evening consists of musical performances, a reception including wine and appetizers and a silent auction. The event has two forty-five minute performance segments, with attendees breaking for an intermission to enjoy wine and refreshments. This event is attended by individuals in our business community, students and faculty and community groups supporting and celebrating the arts, our community and *Excellence in Education*.

Sponsor benefits:

- **Seats at the event (2)**
- Verbal recognition at event
- Prominent logo placement on all advertising
- Prominent logo placement on the program, flyer and on the website
- Signage at the event
- Thank you ad in newspaper with logo recognition

Alumni Golf Tournament (Cart) Sponsor – May 8, 2015 - \$2,500

This event is the major fundraiser and social event for the TRU Alumni & Friends Association. Every year funds raised at the tournament go to support our pillar programs and services for both graduates and current students of TRU. The 2015 programs that will be supported with this fundraising are TRU Career Mentoring and student scholarships.

Sponsor Benefits:

- **Playing spots in the tournament (3 – *play in teams of 3*)**
- Sponsor logo on golf carts
- Recognition on event poster
- Name recognition in thank you ad
- Tax Receipt

STF Golf Tournament (Feature) Sponsor - June 5, 2015 - \$2,500

The Sports Task Force (STF) is a group of business leaders who volunteer their time in support of raising funds for scholarships for the TRU WolfPack Athletic program. Since 1980, the STF has generated in excess of \$1,500,000 in scholarship funds and currently raises and distributes approximately \$60,000 annually to student athletes.

A major fund raising source for Athletics is our Annual Mike Bartram Memorial Golf Tournament that will be held in June at The Dunes Golf Course. This tournament is in memory of a treasured coach and friend of the university and the community who lost his battle with cancer at the age of 54 in November of 2000. It is indeed a marquee event and the tournament is designed to provide fun as well as networking opportunities for golfers of every level and draws in a full field of the community's leaders in the medical, accounting, legal and financial fields, as well as many other supporters of TRU.

Sponsor Benefits:

- **Playing spots in the tournament (4)**
- Corporate Named Scholarship*
- Event Day Recognition**
- Recognition on Dinner Placemat
- Tax Receipt
- Thank You Ad in Newspaper
- Tax Receipt

* Opportunity to present the award(s) to the student athlete(s) at a WolfPack Game. Includes media exposure (t.v. & newspaper)

** Includes recognition on sponsorship board, verbal recognition at dinner, logo/name on event rule sheet

Kamloops Marathon Silver (Shirt) Sponsor – July 26, 2015 - \$6,000

This is our 4th annual Kamloops Marathon, and this year will be a one (1) day event that includes running opportunities for all ages and comprises of a 5km, 10km, half-marathon (21km), and marathon (42 km) events. We expect a total of 700 participants this year for the event that includes a pancake breakfast for all participants and a Kamloops Marathon Expo. Proceeds from the event go towards the TRU WolfPack Athletic program with emphasis on the TRU Cross Country Team. Our goal is to build on last year's event and attract runners from all over Western Canada and the Pacific Northwest to experience the beauty of Kamloops and our great running routes. This event is accredited as a Boston Marathon Qualifier, one of the premier events in the world!

Silver Sponsor Benefits:

- Logo on the back on 700+ participant Kamloops Marathon Shirts
- Name / Logo on Kamloops Marathon website on sponsor's page
- Half page corporate partner ad in Kamloops Marathon participant handbook
- Logo on all Kamloops Marathon Posters
- Booth at Marathon expo

- Opportunity to hand out medals at race finish line
- Opportunity to speak at awards presentation
- Banners out on race course
- Corporate provided literature placed in all race packages
- First right of refusal for Silver Level for years 2015 and 2016
- Tax Receipt

Foundation Classic Golf Tournament (Silver) Sponsor – August 21, 2015 - \$2,500

The 10th annual premier golf tournament will take place at The Dunes at Kamloops on Friday, August 21, 2015. Last year's event was a phenomenal success with golfers experiencing a great day of golf, exceptional food and having lots of fun. Our goal this year is to sell out the tournament and raise at least \$55,000 for the Foundation's fundraising efforts to provide financial aid for TRU students. Last year the Foundation raised funds to provide scholarships and bursaries to 896 students. However, we were unable to assist another 456 eligible students who applied for aid. We are trying to close that gap!

Sponsor Benefits:

- Logo on all print advertising, including the Thank you Ad after the event
- Logo on all posters
- Logo on Hole sign and opportunity to display Corporate banner
- Opportunity to have a contest or food sampling at the KGHM Ajax Hole (TRU staff will arrange)
- Recognition on the sponsor Board at the event
- **Playing spots in the tournament (4)**
- Tax Receipt

TRU School of Trades & Technology Golf Tournament (Gold) Sponsor – September 2015 - \$5,500

The annual Trades golf tournament is a fund raising event that raises funds for scholarships for TRU Trades and Technology students who are potential employees of **KGHM Ajax**.

This event is a fun day that brings together individuals who work in industry that benefit from a skilled workforce. With event enhancements planned and a high level interest expressed from businesses who want to be involved as sponsors and participants, we expect another sold – out event this year!

Sponsor Benefits:

- Hole Activation (Long Drive, Putting Contest, sampling, other)
- Hole Signage
- **Playing spots in tournament (4)**
- KGHM Ajax Logo on TRU Trades Website

- Thank You Ad
- Tax Receipt

TRU Trades and Technology VIP Invitational Networking Event - September 2015 (included with above sponsorship)

Please join Lindsay Langill, Dean TRU Trades and Technology for a day of good fun, good food and a relaxing evening at the South Thompson Inn. The fun permeates the entire event.

In its' fourth year, the concept for this event was born by Dean Langill and was motivated by getting industry leaders in the Trades together in an informal and relaxing environment in order to share ideas and explore business opportunities with other Trades leaders and TRU. This event will precede the RTO/TRU "DRIVE THE TRADES" Scholarship Golf Tournament in September 2015 and is open to a maximum of 16 participants (sponsors and their guests of the TRU Trades Scholarship Golf Tournament).

Built on a cost recovery model, the event is guaranteed to deliver on both your business and social goals!

Sponsor Benefits:

- Networking in an informal and relaxing environment in order to share ideas and explore business opportunities with other Trades leaders and TRU

TRU Athletics Scholarship Breakfast - September 2015 - \$1,500

The TRU athletic scholarship breakfast brings awareness to TRU Athletic Scholarships and is one of the major events to aid TRU Athletics in raising student athlete scholarships. Our plan is to share with the community information on the TRU WolfPack varsity teams and the needs of our student athletes.

Thompson Rivers University has over 140 student athletes competing on eight teams in the Canadian Interuniversity Sport [CIS] including basketball, volleyball, soccer, swimming and cross-country. Additionally, TRU lends support to the varsity club program of men's baseball that competes in the Canadian Collegiate Baseball Conference. Being a competitive student athlete, while attending classes to earn a university degree is challenging. Student athletes are required to maintain a rigorous practice and game schedule which includes significant travel, all while maintaining a full time course load. Student athletes depend on scholarship and bursary funding to help offset the cost of tuition and books, as they have little or no time for part-time jobs. The WolfPack sports teams play an important role in creating campus spirit and a strong athletic program enhances the experience of all students attending TRU.

Guests are community leaders, university faculty and administrators, local business owners and managers, and individuals that have been invited the Sports Task Force and foundation society members.

Sponsor Benefits:

- **Table at the event (10 guests)**
- Invitation to evening reception with guest speaker (4 guests)
- Signed photo of guest speaker
- 5 WolfPack Season Passes
- Keeper gift at breakfast
- Tax receipt

TRU Foundation Scholarship Breakfast (Presenting) Sponsor - November 2015
(Will not know if this option is available until April 2015)