



HELPING KIDS
WITH PHYSICAL DISABILITIES
SUCCEED

Sunday, July 9, 2006

Toronto Easter Seals Regatta 2006

Not Your Average Day on the Water

Date Proposal Submitted:

Request Amount \$50,000

Charitable Registration Number: 119068377 RR 0001

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Executive Summary

The Toronto Easter Seals Regatta unites the love of sailing with supporting the needs of Easter Seals kids. Yacht clubs, marinas, boat owners and community members throughout Ontario come together to raise urgently needed funds for children, youth and young adults with physical disabilities.

Set sail to help kids with physical disabilities...

The Easter Seals Toronto Regatta is a day filled with exciting boat races, on-shore networking opportunities and lots of smiling Easter Seals kids.

Over 1200 people come out to watch the spectacle and participate in the largest charitable Regatta on Lake Ontario. This is a great opportunity for (corporation name) to get exposure while helping kids with physical disabilities reach their full potential.

Money raised goes towards funding mobility and communication devices, as well camp and other recreational programs. For many, the best part of the event is watching the excitement of an Easter Seals kid who has just experienced riding the waves in a sailboat for the first time.

Top Three Benefits to Our Corporate Sponsors:

- Helping wonderful children with physical disabilities, who need your support
- Reaching a captive and influential audience with your corporate logo
- Being involved in an exciting and memorable event that you and your employees can be proud of

What Easter Seals Means to Our Sponsors and Families

Sponsoring the Easter Seals Regatta for the last 11 years has been a truly amazing experience for Volvo. As our tagline 'Volvo for life' clearly expresses, the Volvo philosophy guides us to celebrate and enjoy life. In this sense, that is precisely what the Regatta is all about.

Frank McDonald,
Vice President of Marketing for Volvo Cars of Canada Ltd.

Once again we find ourselves writing to the Easter Seals Society, and trying to express in a note thank you. As a family with a special needs child, we have drawn on your resources for a much-needed piece of equipment. Our daughter, Grace, has cerebral palsy and we were able to purchase a walker with the help of Easter Seals. Grace, once totally dependent, has a new taste of freedom with the independence the walker affords her. In closing we just want to say thank you so much for your tireless efforts. You are more appreciated than you will ever know.

Mark, Charlene, Jacob, and Grace Wilson.
Port Dover, Ontario
Parents of an Easter Seals Kid

About The Easter Seal Society, Ontario

Since 1922, The Easter Seal Society, Ontario has been helping children and young adults with physical disabilities address life's challenges and achieve personal goals. While the specific programs and services may have changed over the decades, Easter Seals' dedication to helping kids succeed is unwavering.

In order to help children and youth with physical disabilities reach their full potential, Easter Seals funds disability solutions through financial assistance for costly mobility and communication devices, camp and other recreational programs, research, stakeholder advocacy and education, and public awareness.

The Cost of a Helping Hand

Power wheelchair	\$6,000 - \$25,000
Battery for power wheelchair	\$250
Manual wheelchair	\$1,600 - \$5,000
Home ramp	\$2,000 - \$8,000
Porch lift	\$6,500 - \$9,000
Van lift	\$3,000 - \$25,000
Specialized car seat	\$500 - \$1,200*
Leg splints	\$1,200 - \$3,600
Walker	\$150 - \$5,000
10 days at a specially adapted Easter Seals Camp	\$2,000

** Note: no government assistance available for families*

Background: Toronto Easter Seals Regatta

In its 15-year history, The Toronto Easter Seals Regatta has raised more than \$3.5 million for Easter Seals.

It is a premier event for Lake Ontario's sailing community, earning the Canadian Yachting Association's 1999 Recreation Event of the Year Award. This spectacular fundraiser attracts nearly 100 boats, each raising a minimum of \$500 in sponsor pledges. The Children's Cruising Fleet allows over 100 Easter Seals kids and their families to take in the amazing views of Toronto's city-skyline.

Former racing participants include **Derek Hatfield**, world-class elite solo sailor and **Terry McLaughlin**, winner of the prestigious Canada's Cup.

Toronto Easter Seals Regatta Event Objective

Funds raised at the Toronto Easter Seals Regatta help support Easter Seals programs that give kids access to recreation, development and independence, such as:

- **Easter Seals' Recreational Camps**—At two fully-accessible recreational camps, Easter Seals provides physically disabled children, youth and young adults from across Ontario with the opportunity to build self-esteem, learn new skills, and have fun.
- **More Choices for More Kids Program**—This community program is designed to provide Easter Seals Kids with more opportunity to choose individual activities in the areas of recreation, culture and leisure, which allow them to experience independence, and build confidence.
- **Financial Assistance**—Direct financial assistance is the primary focus of Easter Seals, **awarding over \$2 million in financial assistance each year**. As children grow, most equipment must be replaced and can cost families up to \$40,000 each year.

A Glimpse of the Regatta's Activities:

On **Sunday, July 9, 2006** members of the sailing community all around the Golden Horseshoe of Lake Ontario will turn the Toronto Harbour into a "sea of colour", making it not only a "must" for participation, but also providing a wonderful show for the many spectators at Harbourfront. All participating yachts will collect pledges or boat sponsorships, with proceeds going directly to programs that help kids with physical disabilities.

Spectators can enjoy the breathtaking view of the boats from the shore while families and children indulge in a variety of onshore activities throughout the day. A number of boats will cruise for the Children's Cruising fleet so that Easter Seals kids and their families can experience the magic of sailing and power boating.

The Post-Regatta Event will include:

- Barbecue and hospitality
- Awards ceremony
- Silent auction
- Merchandise and Raffle Sales
- Children's activities

Our Request

The Easter Seal Society, Ontario would like (corporation name) to come aboard the Toronto Easter Seals Regatta with a gift of \$50,000. This gift will be greatly appreciated by Easter Seals kids and all of the participants. The Regatta is the one fundraising event in Toronto that is not to be missed. The highly visible nature of a Regatta and affluent participants makes this a truly wonderful opportunity for sponsorship.

Recognition

Our sponsors have benefited tremendously from the Toronto Easter Seals Regatta over the last 14 years. We are proud to help publicize sponsors' involvement and will coordinate with (corporation name) to ensure appropriate recognition.

Recognition for a Title Sponsor will include:

- Category Exclusivity for Title Level Sponsorship
- Toronto Regatta Website logo recognition
- Marketing brochure: 2,000 distributed – Logo recognition (subject to print deadline)
- Tribute Magazine (Tribute Gala Ball), 10,000 inserted in Major Newspaper
- E-Newsletter
 - Sponsorship highlight in one issue
 - Logo recognition on Sponsor Recognition page
 - Five issues to be distributed to a database of 2,500
- Day-of Program
- Silent Auction Catalogue
- Product sampling opportunity/cross promotional opportunities
- Name capture opportunity—sponsor orchestrated contest
- Ten VIP boat tickets
- Auction contribution opportunity
- Prize contribution opportunity
- Association with Ontario's most successful and prestigious charitable Regatta

Regatta Demographics

Toronto Easter Seals Regatta has the following demographic:

- Men & Women
- Age: 35-55
- Yacht Club Members (Whitby to Hamilton)
- Boat Owners
- Income: \$70,000+
- Attendance: 1,200 to 1,500 guests (including corporate sponsor guests and Easter Seals families)

2005 Media Report

During the month of July, the 2005 Toronto Easter Seals Regatta media coverage:

- Reached more than **1,379,645 readers and viewers**
- Garnered more than **\$21,200 worth of free publicity**
- Mentioned in two newspapers, one radio station and **three television stations**.

TOTAL AUDIENCE 1,379,645
TOTAL EARNED MEDIA \$12,300

(For the full 2005 Media Report, please see Appendix C)

Valuable Exposure for (Company Name)

In addition to the sailors representing 30 yacht clubs from Whitby to Niagara, this event also offers excellent **exposure to the participating corporate sponsors employees, from companies such as Unilever Canada, Deloitte, and Marant Construction Limited** and public watching the Regatta from Toronto's Harbourfront.

Easter Seal Society, Ontario, Board of Directors

Gregory Smith

Jeff Barnes

Robert Berkovitz

Heather A.T. Hunter

David J. Johnson

Steve Jones

Dr. Mary Law

Keith McNeill

Daniel St-Onge

Mary Anne Palangio

Shane Pospisil

Steven Scribner

Dr. Paul Truelove

Kim Vogel

Gwyn Paul Williams

Appendix A: Work Plan

Activity	Related Deliverables	Start	Stop

Appendix B: Estimated Budget

Item	Total Cost	Easter Seals Contribution	Request

Appendix C: 2005 Media Report

During the month of July, the 2005 Toronto Easter Seals Regatta was mentioned in two newspapers, one radio station and **three television stations**. The coverage reached more than 1,379,645 readers and viewers and garnered more than **\$21,200 worth of free publicity**.

Newspapers	2
Articles	2
Total Readers	357,045
Print Earned Media	\$1,000

TV Stations	3
Total Viewing Audience	758,000
TV Earned Media	\$9,900

Radio Stations	1
Total Listening Audience	264,600
Radio Earned Media	\$1,400

TOTAL AUDIENCE	<u>1,379,645</u>
TOTAL EARNED MEDIA	\$12,300

MEAN RATE		EARNED MEDIA DOLLARS	
Full-page advertisement	\$1000	Full-page advertisement	\$2000
½ page advertisement	\$600	½ page advertisement	\$1200
¼ page advertisement	\$400	¼ page advertisement	\$800
1/8 page advertisement	\$300	1/8 page advertisement	\$600
Listing	\$100	Listing	\$200