



2009 Scotiabank Rat Race for United Way

Event Name: Scotiabank Rat Race for United Way

Organizers: United Way Toronto

Description: The Scotiabank Rat Race for United Way is a 5km run and costume party held in the heart of Toronto's financial district. Last year over 1,200 people from the business community, many of them wearing rat-inspired costumes, came together to support United Way and enjoy an evening of friendly competition, food, music and entertainment. Awards are given for fastest race times and best costumes. In 2008, Rat Race participants raised \$400,000 for United Way's Community Fund.

Objective: To raise money for United Way Toronto's Community Fund. The Community Fund supports not only United Way's network of 200 health and social services agencies – organizations that work to meet urgent human need in our city – but also United Way's building strong neighbourhoods initiatives. Simply put, the Community Fund strengthens individuals, families and communities by supporting services that improve peoples' lives. It is the resource that enables United Way to work towards building a better city for us all.

We can offer BNN:

- Exclusive Television Broadcast Partnership
- Branding on all event and promotional material including:
 - Rat Race website - 42,500 hits annually
 - Ads on subway television screens – approx. 2,450,000 impressions
 - Newspaper ads in Investment Executive – other sponsorship pending/reach TBD
 - T-shirts – distributed to all 1,300 participants
 - Pledge forms – distributed by Scotiabank to approx. 5000 people
 - Posters – distributed by request to about 1,000 workplaces
 - E-blast – sent to about 10,000 corporate supporters
 - Pre-promotion at Scotiabank offices – promo table at concourse level three weeks before the event
- The opportunity to provide swag to be distributed to participants
- Verbal recognition in script by event host Rudy Blair from 680News



We request:

- On-air sponsorship billboards promoting the event and inviting people to visit the website - four to six weeks medium rotation (pre-emptable)
- Inclusion in e-newsletter - four weeks
- Inclusion in event calendar - four weeks
- Coverage of the event, including short interviews with a participating Scotiabank executive and a United Way representative

Reach:

- Subway ads - approx. 2,450,000 impressions
- Rat Race website - 42,500 hits annually
- Newspaper ads - reach TBD
- T-shirts –1,300 participants
- Pledge forms – approx. 5000 people via Scotiabank
- Posters – about 1,000 workplaces
- E-blast –10,000 corporate supporters
- Pre-promotion at Scotiabank offices – reach unknown

Sponsors: Many of our 2009 sponsors are still pending. Confirmed sponsors include:

- Scotiabank
- 98.1 CHFI
- 680News
- ONESTOP Media
- Investment Executive

Last Year's sponsors also included the Globe and Mail, Lululemon, CEO TV and Sony Canada.

Date & Time: June 18, 2009 from 6:00 to 9:30 p.m. (Race time is 8 p.m. and pre-race party begins at 6 p.m.)

Location: Scotia Plaza in Toronto's financial district (off King and Bay)

Is remuneration proposed for the BNN speaker/presenter? N/A

Is this a revenue generating event? N/A

Other: The Scotiabank Rat Race is a good fit for BNN in terms of audience. Most participants are young business professionals who want to make a difference in their community. The banks have a particularly strong presence at Rat Race.

URL: www.unitedwaytoronto.com/ratrace