



**Lansdowne**  
**Children's Centre**  
*Serving children and youth with special needs*

**7<sup>TH</sup> ANNUAL**

**CHARITY**

**MOTORCYCLE RIDE**

**SPONSORSHIP PROGRAM**



Presented by **Lansdowne**

Children's Centre Foundation

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**CHARITABLE REGISTRATION NUMBER:  
11881-6883-RR0001**

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# Every Kid Counts

Lansdowne Children's Centre provides services to more than 2000 children and youth annually with physical, developmental and communication needs. While we receive our operating budget from the government, we rely on community donations for our children's programs not funded by the Province including our Recreational Programming.

One of our highly successful and award winning programs is our Every Kid Counts program (EKC). EKC is financially supported by the Lansdowne Children's Centre Foundation and specifically by the funds raised through our Annual Charity Motorcycle Ride.

## ***Every Kid Counts commits to ensuring accessible recreation for all children and youth***

Through EKC, children and youth with special needs have an equal opportunity to participate in local recreational programs of their choice be it swimming, a summer camp program, music lessons or sports. Through EKC, a child with special needs is matched with a Support Worker who provides both hands-on and programming support to the child, family and recreation staff.

## ***Children with special needs need to be children first. It is our responsibility to give the needed support to help them move toward their own unique independence.***

Please partner with us as a Sponsor of our 2011 Charity Motorcycle Ride and invest in the future of the children and families in our community.

As a sponsor, your contribution will help with the cost of equipment these activities may require or the services of a Support Worker. These can be financially draining on a family coping with the extra costs associated with raising a child with special needs. Your support enables our children and youth with special needs to have opportunities to fully participate in everyday activities like any other kid.

## ***You're giving our children and youth opportunity, hope and wonderful memories to last a lifetime***

**MAKE A DIFFERENCE IN THE LIVES OF CHILDREN, YOUTH AND FAMILIES IN OUR COMMUNITIES.**



# Become Part of this Signature Event

## 7TH ANNUAL CHARITY MOTORCYCLE RIDE

**DATE:** Saturday, May 14, 2011

**TIME:** Registration: 9 to 10:30 a.m.

Ride: 11:00 a.m.

**WHERE:** Brantford & District Civic Centre

The Annual Charity Motorcycle Ride in support of Lansdowne Children's Centre began in 2005, raising over \$230,000 since its inception in support of our Every Kid Counts Program.

***Every dollar raised helps special needs children gain independence, confidence and realize their dreams***

What makes the Lansdowne Children's Centre Charity Motorcycle Ride unique is its Police Escort. Local and Regional Police Officers, OPP and Auxiliary Police from all across Ontario join us and volunteer their time to lead the Ride as well as control and block every intersection on the ride route to allow over 500 riders to remain as one unit. Riders feel safe, confident and proud to be part of this motorcycle parade that literally brings the community to a standstill as it is amazing to watch and exhilarating to experience.

The Ride begins at the Brantford & District Civic Centre and follows a scenic 70 km route through city and country settings. The Ride passes by Lansdowne Children's Centre where riders are greeted by a roaring crowd of cheering kids, families and friends of Lansdowne and ends back at the Civic Centre for a celebration BBQ lunch, live music and entertainment.

### ***Why Sponsor the Ride?***

The Charity Motorcycle Ride is a great day of fun, food and friendship in support of a very worthy cause. Since its inception, when 100 bikes hit Brant County roads, the Ride grew to more than 500 in 2010 from across Southern Ontario raising over \$62,000 through pledges and registration.

**With the 2011 event falling the day after the only Friday the 13<sup>th</sup> of the year, we expect close to 1000 people.** This is a powerful audience to whom we will showcase sponsors via signage showing your commitment to our organization, to our communities and most importantly to the hundreds of children, youth and families that we support each and every day. Why do it?

- ◆ You will demonstrate your compassion and commitment to helping the children, youth and families who need our support the most.
- ◆ You will increase visibility and gain direct access to key markets while supporting a first class cause and widely acclaimed charity event. **It's a positive connection.**
- ◆ Great exposure! Sponsors receive promotion through logo identification, signage and recognition, before and on event day through media sponsors across Ontario!
- ◆ Great potential for media coverage on and before event day through radio and television stations and newspapers throughout Ontario.

- ◆ You'll receive additional recognition and brand awareness on event day through publicity and thank you announcements.

## LEVELS OF SPONSORSHIP

1. Charity Ride Presenting Sponsor	\$10,000
2. Major Sponsor	5,000
3. Gold Sponsor	1,000
4. Silver Sponsor	500
5. Bronze Sponsor	250
6. Friends of Lansdowne	in-Kind Sponsorship
7. Media Sponsor	

### PRESENTING SPONSOR ... \$10,000

As the Presenting Sponsor of the 2009 Charity Motorcycle Ride in support of Lansdowne Children's Centre, you will be aligned with a widely acclaimed charity event, as well as receive concentrated promotional exposure at the highest level.

As the **Presenting Sponsor**, you will receive the following benefits:

- ◆ Title exclusivity.
- ◆ Recognition as the Presenting Sponsor on all promotional and participant materials.
- ◆ The Charity Motorcycle Ride event will be identified as 'Presented by Lansdowne Children's Centre and your organization'.
- ◆ Your logo will be displayed on all pages of the Charity Motorcycle Ride website with a link to your site.
- ◆ Inclusion within a Sponsors Banner Ad on the Ride website.
- ◆ Recognition as the Official Presenting Sponsor on all event posters, brochures, flyers and additional promotional materials.
- ◆ Recognition in all media releases and PSA's.
- ◆ Recognition in all advertising material pre and post event.
- ◆ Thank you Plaque.
- ◆ Corporate Display Space on the day of the event to promote your organization.
- ◆ Opportunity to display your company banners and signage (display and signage to be provided by Presenting Sponsor).
- ◆ Logo Placement on Sponsor Recognition Board (pending).
- ◆ Opportunity to speak on day of the event.
- ◆ Brochures and Posters to display.

Additionally, you will receive:

- ◆ Recognition and Thank you as the Presenting Sponsor on the day of event.
- ◆ Recognition in our Annual Report distributed to over 1000 community members.
- ◆ Recognition in our Linking with Lansdowne Newsletter distributed to over 2000 clients, families, community partners, donors and other friends of Lansdowne.

## MAJOR SPONSOR ... \$5,000

As a **Major Sponsor**, you will receive the following benefits:

- ◆ Recognition as a Major Sponsor on all promotional and participant materials.
- ◆ Inclusion within a Sponsors Banner Ad on the Ride website.
- ◆ Logo Recognition as a Major Sponsor on all event posters, brochures, flyers and additional promotional materials as appropriate.
- ◆ Recognition in media releases and PSA's as appropriate.
- ◆ Logo Recognition in advertising material pre and post event as appropriate.
- ◆ Thank you Plaque.
- ◆ Logo Placement on Sponsor Recognition Board (pending).
- ◆ Opportunity to speak on day of the event.
- ◆ Brochures and Posters to display.

Additionally, you will receive:

- ◆ Recognition and Thank you as a Major Sponsor on the day of event.
- ◆ Recognition in our Annual Report distributed to over 500 community members.
- ◆ Recognition in our Linking with Lansdowne Newsletter distributed to over 2000 clients, families, community partners, donors and other friends of Lansdowne.

## GOLD SPONSOR ... \$1,000

As a **Gold Sponsor**, you will receive the following benefits:

- ◆ Recognition as a Gold Sponsor on all promotional materials.
- ◆ Inclusion within a Sponsors Banner Ad on the Ride website.
- ◆ Logo Recognition as a Gold Sponsor on event poster, brochure and additional promotional materials as appropriate and pending timelines for collateral development, printing and distribution.
- ◆ Recognition in media releases as appropriate.
- ◆ Logo recognition in advertising material as appropriate.
- ◆ Thank you Plaque.
- ◆ Logo Placement on Sponsor Recognition Board (pending).
- ◆ Poster of the event to display.

Additionally, you will receive:

- ◆ Recognition and Thank you as a Gold Sponsor on the day of event.
- ◆ Recognition in our Annual Report distributed to over 500 community members.
- ◆ Recognition in our Linking with Lansdowne Newsletter distributed to over 2000 clients, families, community partners, donors and other friends of Lansdowne.



## SILVER SPONSOR ... \$500

As a **Silver Sponsor**, you will receive the following benefits:

- ◆ Logo Recognition as a Silver Sponsor on event poster, brochure and additional promotional materials as appropriate and pending timelines for collateral development, printing and distribution.
- ◆ Inclusion within a Sponsors Banner Ad on the Charity Ride website.
- ◆ Thank you Plaque.
- ◆ Logo Placement on Sponsor Recognition Board (pending).
- ◆ Poster of the event to display.

Additionally, you will receive:

- ◆ Recognition and Thank you as a Silver Sponsor on the day of event.
- ◆ Recognition in our Annual Report distributed to over 500 community members.
- ◆ Recognition in our Linking with Lansdowne Newsletter distributed to over 2000 clients, families, community partners, donors and other friends of Lansdowne.

## BRONZE SPONSOR ... \$250

As a **Bronze Sponsor**, you will receive the following benefits:

- ◆ Logo Recognition in Event Brochure.
- ◆ Name Listing on Sponsor Page of Charity Ride Website.
- ◆ Name Listing on Sponsor Recognition Board on site on day of event (pending).
- ◆ Poster of the Event to display.

Additionally, you will receive:

- ◆ Recognition and Thank you as a Bronze Sponsor on the day of event.



## FRIENDS OF LANSDOWNE SPONSOR

As a **Friends of Lansdowne Children's Sponsor**, you will receive the following benefits for your in-kind sponsorship:

- ◆ Name Listing on Sponsor Page of the Charity Ride Website.

Additionally, you will receive:

- ◆ Recognition and Thank you as a Friends of Lansdowne Sponsor on the day of event.

## MEDIA SPONSOR

As a **Media Sponsor**, you will receive the following benefits:

- ◆ Logo Recognition as a Media Sponsor on event brochure and additional promotional materials as appropriate and pending timelines for collateral development, printing and distribution.
- ◆ Inclusion within a Sponsors Banner Ad on the Charity Ride website.
- ◆ Thank you Plaque.
- ◆ Logo Placement on Sponsor Recognition Board (pending).
- ◆ Poster of the event to display.

Additionally, you will receive:

- ◆ Recognition and Thank you as a Media Sponsor on the day of event.
- ◆ Recognition in our Linking with Lansdowne Newsletter distributed to over 2000 clients, families, community partners, donors and other friends of Lansdowne.

# LANSDOWNE CHILDREN'S CENTRE

**Supporting children and youth with physical, developmental or communication needs and their families.**

*Realizing optimal potential and youth*

## **BACKGROUND OF LANSDOWNE CHILDREN'S CENTRE**

Lansdowne Children's Centre is a treatment centre for children and youth with physical, developmental or communication needs and their families. Dating back to 1952 when the Parents Council for Cerebral Palsy was formed, it was later incorporated as a treatment centre in 1974.

Lansdowne's 283 full and part-time employees include 104 who work from our home base located at 39 Mount Pleasant Street in Brantford who also deliver services in:

- ◆ A client's home
- ◆ At school
- ◆ In 29 childcare centre's and 18 outreach locations
- ◆ Other community settings including our Kids County Inn at Brantwood and other respite settings.

We also serve Haldimand and Norfolk preschoolers needing physiotherapy and preschoolers and school-aged children needing occupational therapy, both in Brantford and at our Simcoe Ontario Early Years satellite office.

## **OUR FISCAL RESOURCES**

Annual operations totaling \$7.5 million are funded by two provincial Ministries: Children and Youth Services and Community and Social Services in addition to Hamilton Health Sciences, The City of Brantford, the Hamilton Niagara Haldimand Brant Community Care Access Centre & donations. While many of our programs are sustained by government funding, we rely on community and individual support for programs not funded by the government including:

- ◆ Every Kid Counts
- ◆ March Break and Summer Respite Camps
- ◆ Teen Groups
- ◆ Teen Moms' Support Group
- ◆ Clinical technology and equipment needs
- ◆ Equipment and recreational programming



## WHAT WE DO

Lansdowne Children's Centre provides services to more than 2,000 children and youth annually with communication, physical and developmental needs arising from:

- ◆ Cerebral Palsy
- ◆ Spina Bifida
- ◆ Down Syndrome
- ◆ Acquired Brain Injury
- ◆ Muscular Dystrophy
- ◆ Autism and other Developmental Delays, among other conditions

We offer a wide range of quality services play an important role in letting children and youth with special needs develop their full potential and have the chance to participate in every day activities.

Our young people and their families participate in programs in the areas of:

- ◆ Rehabilitation including Occupational Therapy, Physiotherapy, Speech and Language Therapy and Social Work at school or in-Centre and Service Coordination
- ◆ Recreational Programs including Every Kid Counts, Camps and Teen Groups
- ◆ Infant and Child Development Programs
- ◆ Early Integration Program
- ◆ Autism Services
- ◆ Special Services at Home
- ◆ Orthotics and Optometry Clinics
- ◆ Respite Programs including Kids Country Inn

## OUR BOARD MEMBERS

### LANSDOWNE CHILDREN'S CENTRE

PRESIDENT: Scott Lyons  
VICE PRESIDENT: John Wiacek  
PAST PRESIDENT: Andy Smith  
TREASURER: Steve McGaghran  
SECRETARY: Alanna Thomson  
Mary Louise Leitch  
Dan Mattka  
Carmen McDermid  
Marion McGeein  
Dr. Martin McIntyre  
Chandra McMahan-Portelli  
Andrew Nicholls  
Tawnia Ritchie  
Scott Saint  
Simon Salole  
David Young

### LANSDOWNE CHILDREN'S CENTRE FOUNDATION

PRESIDENT: Bernard Neziol  
PAST PRESIDENT: Dennis Toll  
TREASURER: Robert Latta  
SECRETARY: Bob Peeling  
Patrice Burke  
Neil Chin  
Bryan Gillespie  
Larry Kings  
Bob Peeling  
Len Offless  
Andy Smith





Lansdowne Children's Centre  
Charity Motorcycle Ride

## Sponsorship Acceptance Contract

\_\_\_\_\_ (Name of Business) would be pleased to Sponsor the **7th Annual Charity Motorcycle Ride in support of Lansdowne Children's Centre** at the \_\_\_\_\_ (Sponsorship Level) Level.

- Charity Ride Presenting Sponsor ... \$10,000
- Major Sponsor ... \$5,000
- Gold Sponsor ... \$1,000
- Silver Sponsor ... \$500
- Bronze Sponsor ... \$250
- Friends of Lansdowne ... In-Kind Sponsorship
- Media Sponsor

### SPONSORSHIP CONTACT INFORMATION

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

TELEPHONE: FAX: \_\_\_\_\_

COMPANY ADDRESS: \_\_\_\_\_

PROVINCE: POSTAL CODE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**Please make all cheques payable to 'Lansdowne Children's Centre Foundation.'**

**Mail to: Erin Helmer, Lansdowne Children's Centre Foundation•**

**39 Mount Pleasant Street • Brantford • ON • N3T 1S7**

**Email: [ehelmer@lansdownecc.com](mailto:ehelmer@lansdownecc.com) Phone: 519.753.3153 Ext 221**

Thank you for supporting the Lansdowne Children's Centre's 7th Annual Charity Motorcycle Ride!  
Thank you for making a difference