



RUN THE NORTH

JUNE 9 – JUNE 19, 2022

**IN SUPPORT OF THE UNITED WAY OF THUNDER BAY
AND INDIGENOUS YOUTH ACHIEVEMENT AND
RECOGNITION AWARDS**

Get active, raise funds to support youth in our community and region, and get ready to RUN THE NORTH!

United Way of Thunder Bay, Indigenous Youth Achievement and Recognition Awards, and Wasaya Airways are excited to announce the return of our 3rd 'Run the North' virtual event, June 9 – 19, 2022!

Over the last 2 years, we've hosted this virtual non-competitive race that had participants from over 31 communities across the region walk, run, bike or hike, a 1k or 5k distance, allowing them to 'run their race at their pace'. Some did their activities individually, while others participated as a family, with their coworkers or with members from their local gym!

All participants receive a race kit including a medal and race bib. Those who do additional fundraising or share their race journeys on social media will be eligible to win additional prizes.

Last year, our sponsors along with 345 participants helped raise over \$27,000!

This year, we are excited to expand on the success of this virtual event (the largest race in NWO), with a goal of 500 participants across the region raising more than \$30,000 to be invested in our Youth!

Funds raised through this event will be invested in youth programming funded by the United Way of Thunder Bay and Indigenous Youth Achievement and Recognition Awards.

The United Way of Thunder Bay advocates to create positive support systems, build self-esteem, and expose youth to positive role models, empowering youth to reach their full potential. Indigenous Youth Achievement and Recognition Awards focuses on recognizing and honoring Indigenous youth along their journey as they look forward to new and innovative ways of learning and planning for their future.

For more information please contact

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807-626-1766

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Wasaya Airways LP
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807-629-1614

NEW THIS YEAR

Optional In-Person
Walk/Run Saturday,
June 18th at
Boulevard Lake,
Thunder Bay

UWAYTBAY.CA



United Way
Thunder Bay



Wasaya

SPONSORSHIP OPPORTUNITIES

MOOSE (PRESENTING SPONSOR)

SOLD OUT

2 AVAILABLE

- Free registration for up to 8 people including race medals and bibs (\$200+ Value)
- Recognition Acknowledgement
 - Company Name in title of event 'Run the North, Presented By _____ & _____
 - Logo and/or name prominently featured in all promotional materials including posters, advertisements, media releases / announcements, on our website with a link to your website, and all social media platforms including a special individual thank you post (Instagram/Facebook/Twitter)
 - Logo on custom swag bags that will be handed out to all event participants
 - Logo on custom made t-shirts for anyone who orders (ordering is optional)
 - Logo on both the medal ribbon and race bibs that all participants will receive
 - Opportunity to send a video message to be shared on social pages
- Formal recognition as a United Way of Thunder Bay Corporate Leader
 - Speaking opportunities
 - Corporate recognition in advertising and promotional materials
 - Tickets for special events
 - Use of United Way brand on your corporate materials
 - Website Linkages
 - Public recognition at donor events
- Opportunity to provide promotional items in race kits (500)

EAGLE SPONSOR - \$1000.00

5 AVAILABLE

- Free registration for up to 4 people including race medals and bibs (\$100+ Value)
- Recognition Acknowledgement
 - Logo and/or name added to promotional materials including posters, select advertisements, media releases / announcements, on our website with a link to your website, and all social media platforms (Instagram/Facebook/Twitter)
 - Opportunity to send a video message to be shared on social pages

BEAR SPONSOR- \$250.00

10 AVAILABLE

- Recognition Acknowledgement
 - Logo and/or name added to promotional materials including posters, select advertisements, media releases / announcements, on our website with a link to your website, and all social media platforms (Instagram/Facebook/Twitter)

BEAVER SPONSOR - (IN KIND CONTRIBUTIONS OR PRIZE DONATIONS)

UNLIMITED

- Recognition Acknowledgement
 - Logo and/or name added to promotional materials including select advertisements, media releases / announcements, on our website with a link to your website, and all social media platforms (Instagram/Facebook/Twitter)

SPONSORSHIP AGREEMENT

Contact Name: _____

Organization (if applicable): _____

Address: _____

Email: _____

Phone: _____ Fax: _____

THE ABOVE-MENTIONED ORGANIZATION AGREES TO SPONSOR THE AMOUNT BELOW TO THE RUN THE NORTH EVENT.

We are choosing to sponsor by (please check off the sponsorship level type):

- Moose Sponsor ----- **SOLD OUT**
- Eagle Sponsor ----- \$1000
- Bear Sponsor ----- \$250
- Beaver Sponsor ----- In kind contribution or prize donations

For in-kind contribution or prize donations, please provide details:

Signature: _____ Date: _____

Please complete and return either by email or mail to:

pdefeo@uwaytbay.ca

United Way of Thunder Bay
1006-715 Hewitson Street
Thunder Bay, ON P7B 6B5

** Corporate Event Sponsors who receive more than minor recognition or promotional value cannot be receipted as per CRA tax receipting guidelines.