

# MOTOR GATHERING

MEDIA PACKAGES



IN SUPPORT OF



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Proudly presents the

# Vancouver Island Motor Gathering

<b>Date:</b>	Sunday, August 26, 2018
<b>Time:</b>	<ul style="list-style-type: none"> <li>7:00 am - 10:00 am - Gates open for Car Show Participants</li> <li>10:00 am -11:00 am - Sponsor Setup, sponsors can also choose to setup on the 25<sup>th</sup> between 3pm and 5pm</li> <li>11:00 am - 2:00 pm - General Admission Opens</li> </ul>
<b>Venue:</b>	Vancouver Island Motorsport Circuit 4063 Cowichan Valley Hwy Duncan BC
<b>Admission:</b>	<p>Show Vehicle:</p> <ul style="list-style-type: none"> <li>Pre-Registration:             <ul style="list-style-type: none"> <li>\$25 donation per vehicle (Non-judged)</li> <li>\$50 donation per vehicle (Judged Vehicles)</li> </ul> </li> <li>Day of Registration: None</li> </ul> <p>Spectator admission: Min. Donation of \$5 per person</p>
<b>Benefactors for 2018:</b>	<ul style="list-style-type: none"> <li>David Foster Foundation</li> <li>Cowichan Valley Hospital Foundation</li> </ul>
<b>Entertainment &amp; Family Activities:</b>	<ul style="list-style-type: none"> <li>Experience over 600 rare and beautiful custom cars and motorcycles on display</li> <li>A collection of some of the rarest vehicles and motorcycles will be showcased from Deeley Exhibitions and Coachwerks Restorations</li> <li>An estimate of over 11,000 spectators and enthusiasts of all ages will be in attendance</li> <li>Gourmet food and refreshments served all day, sponsored by the Villa Eyrie Resort and the Vancouver Island Motorsport Circuit</li> <li>Pit Garage concession including cotton candy, popcorn, candy and refreshments</li> <li>Children's activities including face painting &amp; imagination craft station</li> </ul>
<b>2017 Motor Gathering Recap:</b>	<ul style="list-style-type: none"> <li>Raised over \$173,000 in cash donations</li> <li>Raised over \$180,000 in in-kind donations</li> <li>Raised over \$120,000 in media sponsorships</li> <li>Over 11,000 spectators in attendance, just under 600 show car entrants</li> </ul>

<b>Print Deadlines</b>	<ul style="list-style-type: none"> <li>Poster – First Run – May 2018</li> <li>Postcard – First Run – May 2018</li> <li>Poster – Second Run – June 30, 2018</li> <li>Postcard – Second Run – June 30, 2018</li> <li>T-Shirt – July 2018</li> </ul>	<ul style="list-style-type: none"> <li>Website – no cut of dates</li> <li>Program – Aug 5<sup>th</sup>, 2018</li> <li>Food Court Items – Aug 5<sup>th</sup>, 2018</li> <li>Media Wall – Aug 13<sup>th</sup>, 2018</li> <li>Photo Archway - Aug 13<sup>th</sup>, 2018</li> </ul>
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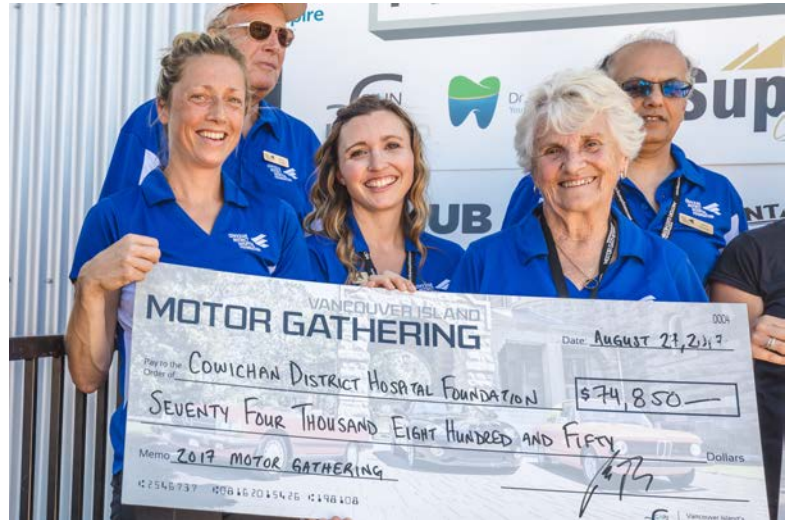
# Benefactors

## Cowichan District Hospital Foundation

### About

The Cowichan District Hospital Foundation (CDHF) was established in 1984 as a registered charity for the purpose of raising funds to purchase equipment and support patient/resident care and comfort at Cowichan District Hospital and Cairnsmore Place.

Additional equipment purchases have supported hospital departments such as Palliative Care, Psychiatry, Emergency, Surgery, Radiology and Rehabilitation.



The current Cowichan District Hospital facility opened in 1967. With an increased population, the demand for health care services has, in turn, escalated. It is imperative that the hospital facility be replaced in order to properly accommodate the current and future health care needs of Cowichan Valley residents. Recognizing the imminent need to replace the hospital, in 2010 the Foundation established a new hospital fund with an initial contribution of 1 million dollars.

### Supporting

- The New Hospital Building Fund
- Various Medical Carts and supplies
- Ultrasound for PICC line insertions
- Pediatric Bipap Machine
- Surgical Bed

Location and Contact Details	
Address	#4-466 Trans Canada Hwy Duncan BC, V9L 3R6
Phone	250-701-0399
Website	www.cdhfoundation.ca



# Benefactors

## David Foster Foundation

### About

The David Foster Foundation is a National non-profit Canadian charitable organization dedicated to providing financial support for non-medical expenses to Canadian families with children in need of life-saving pediatric organ transplants. In the past 29 years, the David Foster Foundation has assisted over 1,000 families with children in need of life-saving organ transplants and provided much needed dollars in direct family support.

Through the David Foster Foundation, Canadian families receive financial support so they can be with their child during the entire life-saving organ transplant process. From the initial transplant, through to the postoperative care and annual checkups which can often go on for 7 or more years.

In addition to providing financial support to families, the foundation also strives to increase public awareness about the importance of becoming a registered organ donor and thus, they have established the “Be a Donor, Save a Life” Campaign.

### Supporting

- Transportation costs, accommodation, long distance phone calls and meals and groceries for the family while they are in another city for their child’s transplant or related care
- Cloths and basic personal items if the family has to leave their hometown suddenly for treatment or for their child’s transplant
- Rent or mortgage assistance on a short-term basis if necessary while the family is in another city or province for surgery or medical treatment



Location and Contact Details	
Address	212 Henry Street Victoria BC, V9A 3H9
Phone	250-475-1223
Website	<a href="http://www.davidfosterfoundation.com">www.davidfosterfoundation.com</a>



## Media Sponsor - \$20,000+

Recognized as a Gold Media Sponsor of the Vancouver Island Motor Gathering, we would like to offer you the following incentives:

- Experience a half-day motorsport event held at GAIN's very own Vancouver Island Motorsport Circuit for **2 drivers**, courtesy of the GAIN Group (hosted in the late fall of 2018). Plus enjoy a full-day proactive driving program at GAIN's very own Vancouver Island Motorsport Circuit for 2 drivers, courtesy of the GAIN Group (hosted in the late fall of 2018). For one day, experience a driving program that will challenge you and leave you wanting more. Learn everyday skills that will help you build confidence on the road and on the Circuit. The planning of the event will be executed by GAIN and will include:
  - Lunch, snacks and beverages
  - Coaching from our trained instructors at the Vancouver Island Motorsport Circuit
  - Two GAIN vehicles will be available for you for the duration of your experience
- An invitation to an exclusive sponsor's dinner for **4** guests of your choice. (Late Fall 2018)

### Marketing & Promotion

- Logo recognition on all event materials
- Over \$200,000 worth of media advertising (provided by our in-kind media partners)
- Registrant Packages, Advertisements, Posters, Flyers, Websites etc.
- Media Archway as participants enter the show. Photos will be posted on our website
- Media Wall for award presentations photos featured on websites and thank you advertising
- All pre-event, event day, and post event media releases (depending on commitment time)
- All media kits pertaining to the event
- Your logo with hyperlink prominently placed on [www.motorgathering.com](http://www.motorgathering.com)
- Opportunity to submit your own marketing material to be placed in registrant packages

### On-Site Recognition

- A 10' x 20' display area at the event for your company tent (Sponsor to provide) with an opportunity to distribute promotional materials (area must include an interactive component to engage spectators)
- Opportunity to display your company logo and message on a 10ft x 3 ft banner on the fence facing the Circuit along the pit lane (banner to be provided by Sponsor)
- Opportunity to speak at the event
- Logo recognition on a minimum of 100 volunteer t-shirts
- Your company will be announced throughout the event by our Emcee

## Media Sponsor - \$10,000+

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  - Lunch, snacks and beverages
  - Coaching from our trained instructors at the Vancouver Island Motorsport Circuit
  - Two GAIN vehicles will be available for you for the duration of your experience
- An invitation to an exclusive sponsor's gala for 2 guests of your choice. (Late Fall 2018)

### Marketing & Promotion

- Logo recognition on all event materials
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