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GRC GLEN ROAD CAPITAL
PARTNERS INC.

SPONSORSHIP PACKAGE



2020 MISSION

CREATING A WORLD OF POSSIBILITY
FOR KIDS WITH DISABILITIES

Holland Bloorview

Kids Rehabilitation Hospital

AUGUST 21-22, 2020

SCAVENGER HUNT • LAKE JOSEPH, LAKE ROSSEAU

www.boatrallyforkids.ca



Holland Bloorview

Kids Rehabilitation Hospital

**Creating a world of possibility
for kids with disabilities.**

Supporting children and youth
living with disability, medical complexity,
illness and injury.

Learn more at hollandbloorview.ca

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CONFIDENTIAL

The following pages contain top secret information
for the Boat Rally For Kids in support of
Holland Bloorview Kids Rehabilitation Hospital

**YOUR MISSION IS TO
GET INVOLVED**

BRIEF

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BOAT RALLY FOR KIDS

IN SUPPORT OF HOLLAND BLOORVIEW KIDS REHABILITATION HOSPITAL

WHAT IS "THE RALLY"?

The Rally is a unique, exhilarating and memorable event that provides participants with **two incredible days filled with fun and excitement**. Described as a high-end scavenger hunt meets "Amazing Race", this event featuring luxury boats, will challenge, inspire and entertain.

Over the past 13 years the Rally has **raised over \$25,000,000** for various kids initiatives.

FUNDRAISE

Your mission, should you choose to accept it, is to FUNDRAISE! Registered Boat Rally teams must agree to **fundraise a minimum of \$7,500 to participate and \$20,000 to qualify and draft a celebrity navigator**. This year, additional benefits can be earned for fundraising over and above the minimum requirements.

Highest overall fundraising teams will earn first pick during the celebrity draft! Your team is only limited to the capacity available in your boat and/or current provincial guidelines for groups.

PARTICIPANT INFO

Visit **www.boatrallyforkids.ca and register**. Our website uses a simple, secure, online fundraising system to guide you through the process of setting up your fundraising page. You can **register as an individual participant or have a team page created**. Every team member can be added to your team's page to help fundraise. Remember the **team's combined fundraising efforts contributes to your overall drafting position**.

BRIEF

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BOAT RALLY FOR KIDS

IN SUPPORT OF HOLLAND BLOORVIEW KIDS REHABILITATION HOSPITAL

BENEFITS OF REGISTRATION

NEW THIS YEAR! Teams can include any donor to be part of the weekend. As you build your team of fundraisers, you can include all who donate in any online event or as a home team working the clues from the app and helping you solve quizzes faster. Boat seats should be allocated to family members or those people that are part of your 'bubble'. We strongly recommend that you review the provincial guidelines so that all team members are comfortable and safe with their surroundings.

- | | |
|---|---|
| • Reserved team entry to Boat Rally | • Team participation during the Mission Possible Drive-In Gala Dinner |
| • Company/Team Name mentioned in online program | • Team gift bag |
| • Team attendance at The Qualifiers Celebrity Draft Party | • Official Scavenger Cup Face Mask |
| • Team participation during the Mission Possible Scavenger Cup adventure with your drafted celebrity navigator joining you online | • Enjoy complimentary food, beverages and entertainment |
| | • A unique and memorable experience! |

LEADING EDGE TECHNOLOGY

2020 will feature a centralized **Mission Control Rally Command Centre** for all sponsors, rally participants and celebrity navigators to access from the Draft Party to the Gala. Mission Control will be a **customized virtual studio** developed specifically for Boat Rally for Kids. This hub will seamlessly connect the community of donors, teams and celebrity navigators and be the central point of information during the weekend. It will provide real-time interaction during the Online Draft party as well as Scavenger Cup Leaderboard and photos.

The **Scavenger Cup will feature a new, customized app**, developed for the Rally. This app will **allow you to track your Mission task completions in real-time using QR codes, geo-tagging, photo and video uploads**. Your point totals will be updated automatically, and you will be able to see where you are at on the leaderboard compared to the other teams.

2 DAYS OF

ADVENTURE
AND FUN



MISSION DETAILS

DAY 1: FRIDAY AUGUST 21, 2020

Online Draft Party: Participate in a draft party like no other! 2020 Draft Party is COVID approved! Physical distancing needs us to draft differently but it cannot change the fun and community spirit. Join your Team Captains at their homes for a night of laughter and a draft party you will not forget. Rally Mission Control will seamlessly connect the community of teams and celebrities online, all from the comfort of home.

Boat Rally teams that raise \$20,000 or more will have the opportunity to draft a celebrity navigator and the highest fundraising team chooses first. Remaining teams will draft in order of funds raised.

DAY 2: SATURDAY AUGUST 22, 2020

Mission Possible Scavenger Cup:

Your task is to race to help kids in the Mission Possible Boat Rally for Kids. Should you or any of your team be 'captured' during the Rally, Mission Control will disavow any knowledge of your actions... **This message will self-destruct in 5 seconds...**

Grab your PFD and let's go! The day features an extraordinary schedule of Pit Stops across Lakes Joe and Rosseau's most renowned establishments. Boat Rally teams will embark on a journey led from one clue to the next.

Throughout the day, participants will earn points and can interact online with their celebrity navigator as well as Rally Mission Control. Bring your team spirit to the Scavenger Cup! 2020 will feature plenty of team challenges that come with bonus

points - for example show us your team 'secret' handshake; best team t-shirt contest; best team photo and more. There is no 'I' in team and we will want to see your Team Spirit! Mo Spirit = Mo Points!

Mission Possible Drive-In Gala:

You've completed your mission and have crossed the Mission Possible finish line. Now it is time to celebrate!

Our 2020 gala will be unlike any gala you have EVER experienced! All Boat Rally sponsors, teams and invited guests will 'drive-in and dine-in' and enjoy an incredible dinner, first class entertainment and a live auction. Multiple spots will be assigned to each team to allow for appropriate physical distancing.

You will not want to miss this unique opportunity to celebrate another successful Rally!

ACCEPT THE MISSION, BECOME A SPONSOR

SPONSORSHIP

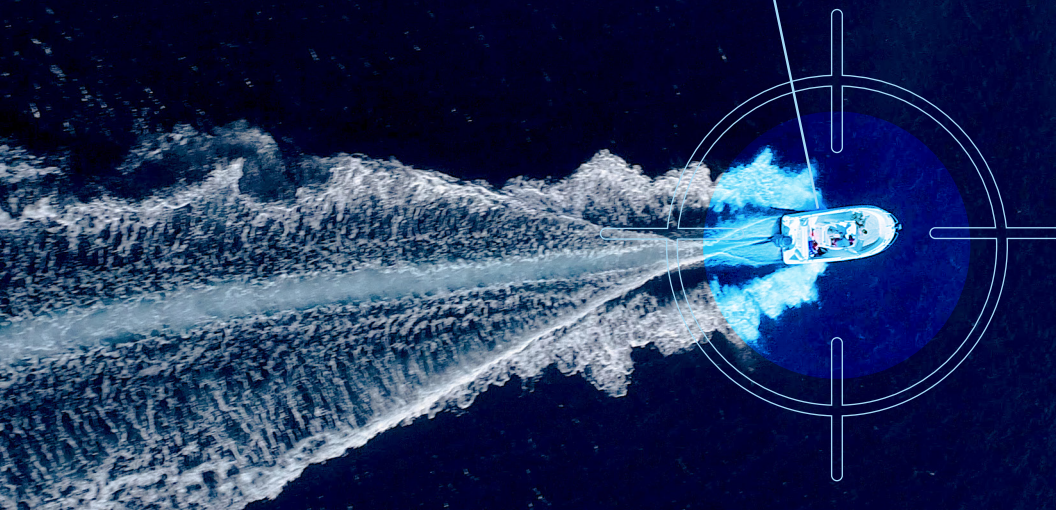
In addition to being profiled in comprehensive added-value exposure during the event, participating sponsors will make a positive impact on the success of the event.

By participating in the Mission Possible Boat Rally for Kids, you are helping to create a world of possibility for kids and youths with disabilities.

INCREDIBLE MEDIA EXPOSURE:

Toronto 2019 Overall media exposure views TV,
Print, Radio and Web — 16,520,098

Approximate value TV, Print and Radio — \$628,989.00



THE FOLLOWING PAGES CONTAIN
SENSITIVE INFORMATION WITH HOW YOU CAN
BECOME A MISSION POSSIBLE AGENT...

**PRESENTING
SPONSOR**

\$50,000

- 'Mission Impossible' logo in Command Centre
- 'Mission Impossible' signage features in the Command Centre
- 'Mission Impossible' lighting
- 'Mission Impossible' scrolling in-studio banner
- 'Live Mission' video feature for online Draft Party
- 2 pit-stop clues – "sponsored by" messages

Realisation of Mission Possible through the Centre

- Water/signage feature in the Naval Command Centre

• **Midnight**

- Do not use scrolling in-studio banner

- 'Live ~~video~~' video feature for online Draft Party

- 2 pit-stop clues – “sponsored by” messages

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DRIVE-IN GALA SPONSOR

\$20,000

- Recognition as Gala Sponsor
- One qualified Boat Rally Team entry (\$7,500 value)
- Logo on all online materials with link to company website
- Acknowledgment by emcee at all events
- Opportunity for on-site promotional marketing/activity at Gala
- Logo on all associated media with the event
- 2 parking spots (10 invitations) for Mission Possible Drive-In Gala
- 10x10 tent for one parking spot at Mission Possible Drive-In Gala

Logo Recognition on Mission Possible Command Centre

- 2 poster/signage features in the virtual Command Centre
- 1 flyby highlight
- Logo featured on scrolling in-studio banner
- 'Live-stream' video feature for Gala
- 1 pit-stop clue – "sponsored by" message

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ONLINE CELEBRITY

DRAFT PARTY SPONSOR

\$15,000

- Recognition as Draft Party sponsor
- Logo on Draft Party invite
- Logo on all online materials with link to company website
- Logo on multimedia presentation
- Acknowledgment by emcee
- 2 parking spots (10 invitations) for Mission Possible Drive-In Gala

Logo Recognition on Mission Possible Command Centre

- 2 poster/signage features in the virtual Command Centre
- 1 flyby highlight
- Logo featured on scrolling in-studio banner
- Welcome 'Live-stream' video feature for Draft Party

MISSION POSSIBLE**DRIVE-IN GALA****ENTERTAINMENT SPONSOR**

\$15,000

- Recognition as Entertainment sponsor
- Logo on Drive-In Gala invite
- Logo on all online materials with link to company website
- Logo on multimedia presentation
- Acknowledgment by emcee
- 2 parking spots (10 invitations) for Mission Possible Drive-In Gala

Logo Recognition on Mission Possible Command Centre

- 1 poster/signage features in the virtual Command Centre
- 1 flyby highlight
- Logo featured on scrolling in-studio banner
- Welcome 'Live-Stream' video feature for Gala

MISSION POSSIBLE**LUNCH SPONSOR****(PLUS IN-KIND SPONSORSHIP)**

\$10,000

- Recognition as Lunch sponsor
- Logo on all printed materials with link to company website
- Acknowledgment by emcee at Rally sendoff
- Corporate signage at lunch location
- 2 parking spots (10 invitations) at Mission Possible Drive-In Gala

Logo Recognition on Mission Possible Command Centre

- 1 flyby highlight
- Logo featured on scrolling in-studio banner

MISSION POSSIBLE**DRIVE-IN GALA PARTICIPANT****\$5,000**

- Logo on event website with link to company website
- 1 parking spot (6 invites) for Drive-in Gala
- Logo on multimedia presentation

Logo Recognition on Mission Possible Command Centre

- Logo featured on scrolling in-studio banner

MISSION POSSIBLE**SCAVENGER CUP PIT STOP SPONSOR
(5 AVAILABLE)****\$2,500**

- Logo on select print materials
- Logo on event website with link to company website
- Corporate recognition signage at Pit Stop location
- Opportunity for onsite promotional marketing/activity at Pit Stop location

- Opportunity to purchase a parking spot at Drive-In Gala for an additional \$2,500.00

Logo Recognition on Mission Possible Command Centre

- Logo featured on scrolling in-studio banner

MISSION POSSIBLE**IN-KIND PRODUCT SPONSOR
INCENTIVE PRIZE OR LIVE AUCTION**

- Logo on event website with link to company website
- Logo on multimedia presentation

- Incentive prize e-blast recognition to all participants
- Live Auction recognition acknowledgment by emcee at Gala



PRESENTED BY

GRC GLEN ROAD CAPITAL
PARTNERS INC.

The journey to a brighter future
will not be possible without
your support.

**With your support,
we can make a
difference!**



Holland Bloorview

Kids Rehabilitation Hospital

Learn more at www.boatrallyforkids.ca



**FOR MORE INFORMATION ON
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