



**TREK
FOR TEENS**

Partnership Package

Directors of the Trek for Teens Foundation

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Letter of Introduction

To Whom It May Concern:

The Toronto Trek for Teens, or T3, is a flourishing phenomenon that is exciting the youth of the Greater Toronto Area. As we work to raise money and awareness, we invite you to partner with us to market your brand to a growing teenage demographic and to help get homeless youth off the streets.

T3 is an event established by youth, for youth, with the objective of raising funds and awareness for local youth poverty. The event consists of two major facets: the race and the square fair. The race involves teams of youth competing in challenges, overcoming obstacles and travelling to different checkpoints and destinations across the downtown core; a race format often compared to that of the *Amazing Race™*. Yonge-Dundas Square is the central location for T3 and as well as being the start and finish site for the race, it also serves as the location of many other festivities throughout the day. At the square, there will be food vendors and speakers throughout the day, in addition to the booths and signage set up for our sponsors. There will be a large Fashion Show in the afternoon, and a Battle of the Bands that culminates in the evening. Our organization intends to raise significant funds and awareness for several charities fighting local youth poverty through the race participation and the exciting activities taking place throughout the day.

By working in conjunction with various youth charities such as Covenant House Toronto, our organization is truly able to focus on the youth demographic. The T3 organization is entirely comprised of youth, with more than fifty student leaders representing different schools and regions across the GTA and southern Ontario. Our event targets teenagers, making it essentially one of the most effective means of associating and marketing one's brand to a youthful teenage demographic.

In addition to the evident benefits of a teen demographic, the Toronto Trek for Teens provides its partners with prime downtown branding opportunities. Brand recognition at Yonge-Dundas Square and throughout many of the hot spots of the downtown core is just one of the many benefits of partnering with T3.

The Toronto Trek for Teens has experienced tremendous growth since our establishment in 2007. The event having raised significant funds and awareness the last two years for Covenant House Toronto and has only grown this year. With over fifty schools involved across the GTA and southern Ontario, more than four hundred projected participants and hundreds of youth attending the Fashion Show and the Battle of the Bands, the event is sure to be a tremendous success. T3 is a success that your company can become a part of and grow with, as our organization continues to flourish amongst teens across Toronto, the GTA, and southern Ontario.

Thank you for taking the time to review the Trek for Teens Foundation partnership package and this letter of introduction. We look forward to the opportunity to speak with you further regarding partnering with our event this year.

Yours,

Michael Bazzocchi
Trek for Teens Foundation
President
Director of Human Resources

The Origins of the Trek for Teens



The notion of the Toronto Trek for Teens was first conceived at the 2007 Camp Enterprise program organized by the Rotary Club of Etobicoke. The purpose of the program is to inspire and challenge youth to take on a leadership role within their community. As part of the Camp Enterprise program, one group of youth was chosen based on the quality of their presentation, cause and event; this group was the Toronto Trek for Teens. We received \$2000 in seed capital and established our charitable venture under the mentorship of the Rotary Club of Etobicoke.

For the past two years, the event was an incredible success; held at Yonge-Dundas Square, it has raised about \$15, 000 in funds for Covenant House Toronto. The event was a sensation amongst the youth demographic attracting several hundred teenagers to the Fashion Show and Battle of the Bands and involving over three hundred youth in the race portion of the event alone. The event was an incredible accomplishment thanks to the efforts of our team and our sponsors. It was a great success that left a strong foundation for the development, expansion and growth of this year's extraordinary Toronto Trek for Teens.

About Youth Shelters

The Trek for Teens Foundation benefits several youth shelters, the largest of which being Covenant House Toronto.

Covenant House Toronto, Canada's largest shelter for homeless youth, has helped over 66,000 people in its 25 year history. They offer a second chance to thousands of homeless kids annually. Covenant House also provides young people with tools to build independent lives by offering them education, counseling, life skills training, job training and vocational assistance.



The idea for opening a Covenant House location in Toronto originated with the late Cardinal Carter, who rallied the local community to aid kids living on the street. Covenant House Toronto is the third site established in a highly recognized childcare agency with 21 sites that span from Alaska to Latin America. Covenant House Toronto is now Canada's largest youth shelter, offering the widest range of services under one roof to meet the increasingly complex needs of street youth. The Toronto location has grown from a 30-bed shelter to a current location in two landmark buildings in the downtown core with a 94-bed emergency shelter and a 28-bed long-term housing program. Covenant House also works to prevent kids from running to the street.

Since 1987, their "Before You Run..." runaway prevention program has reached more than 200,000 students and youth in other organizations throughout South Central Ontario.

About the Toronto Trek for Teens

The Toronto Trek for Teens will take place on May 15th 2010 in Toronto's downtown core at Yonge-Dundas Square. The race will begin at 9 am and finish at 4 pm. Participants will make a minimum pledge of \$30 to register, with further pledges appreciated and encouraged.



The participants will register as teams of three to five youth aged 13-19. The teams will be given official t3 passports, which are documents that they must have stamped at each of approximately 15 checkpoints that they will traverse throughout the course of the race. Teams will have to compete in challenges at each

checkpoint before advancing to their next destination. The first team to travel to every checkpoint and return to Yonge-Dundas Square with a completed passport will be declared the winner. This year our event is going to be bigger than ever. There will not only be participants from the Greater Toronto Area, but also from Durham, Niagara, Windsor, and many other areas outside of the GTA.

About the Square Fair

Before, during and after the race, there will be ongoing festivities at Yonge-Dundas Square. We will be hosting a Fashion Show featuring models and designers from all across the city. There will also be dance crews and other forms of entertainment throughout the afternoon for everybody at the square. In the evening until 11PM, we will be hosting a Battle of the Bands, which will feature musical acts from all over the city.



Throughout the day we will also be hearing from guest speakers and we will have a sponsors expo, allowing our various sponsors to interact with our youth demographic and the large foot traffic that visit Yonge-Dundas Square daily.

Why Partner with T3?

1) Exposure: Gain exposure to an extensive teenage demographic

With an estimated one thousand teens attending the event this year, the Toronto Trek for Teens is a perfect environment for gaining brand exposure. In addition to the many teens that attend this event from the GTA, there will also be many teens from other areas in Southern Ontario that will be participating in the event.

There are also two major universities in Yonge-Dundas Square's area of influence – Ryerson and the University of Toronto, with a combined full-time attendance of 56, 000 students.

2) Exposure: Gain exposure to extensive foot traffic at Yonge-Dundas Square

Yonge-Dundas Square is located at one of Canada's busiest intersections, with 62, 100 pedestrians and 55, 500 vehicles passing through daily (*source: City of Toronto, 2002*). Its influence area contains over 21, 000 residents and over 860, 000 people daily enter the influence area to work.

It is adjacent to the Toronto Eaton Centre, Canada's busiest shopping centre with 52 million visitors annually as well as the Dundas Subway Station with a usage count of 59, 280 daily (*source: TTC, 2005*).

3) Charity and Awareness: Raise awareness about teen homelessness and help get homeless teens off the street

The Trek for Teens Foundation is a grassroots not-for-profit organization that is able to use your donation to raise even greater funds and awareness for Covenant House Toronto and other charities that help homeless youth. We are very committed to raising the largest amount possible.

In addition to helping Covenant House Toronto through the raising of funds and awareness, partnering with our event will cast your corporation in a positive light. Through partnering with us you will have an opportunity to create a very positive brand image for the hundreds of teens involved in the event and the thousands of people passing by Yonge-Dundas Square.

Levels of Partnership

Notes about Partnerships

- All figures in Canadian currency.
- Customizable options can be discussed with the T3 Partnership Director (ex. "in kind")
- Product sampling and other unique opportunities are available. Please contact the Partnership Director.

PLATINUM \$5 000

- Primary branding positioning on the main stage, T3 banner, and directional signage.
- Primary positioning of your company logo on all T3 products (e.g. merchandising and apparel, printed collateral – letterhead, school flyers, posters, etc.).
- Full page advertisement in the Toronto Trek for Teens race passport.
- Primary advertisement positioning at all Battle of the Bands events.
- Two 10'x10' booths at the Square Fair public area (value: \$1,000).
- Primary branding opportunities at 3 checkpoints
- A checkpoint location at the platinum sponsors store
- Logo with linking capabilities on the official T3 website (www.trekforteens.com).
- Use of the T3 logo for corporate brand communications relative to the T3 event. *T3 reserves the right to approve this material prior to execution.*
- Logo inclusion on the official T3 plaques.
- Regular acknowledgements by the T3 spokesperson during all media events as well as regular announcements from the Yonge-Dundas Square main stage (as well as the Battle of the Bands and Fashion Show).
- Platinum sponsors will have their company information included in all school presentations

GOLD \$2 000

- Secondary positioning of your company logo on all T3 products (e.g. merchandising and apparel, printed collateral – letterhead, school flyers, posters, etc.).
- Secondary branding positioning on the main stage, T3 banner, and directional signage.
- Primary branding opportunities at 3 of the checkpoints.
- Secondary advertisement positioning at 2 of the Battle of the Bands events.
- One 10'x10' booth at the Square Fair public area (value: \$500).
- Logo with linking capabilities on the official T3 website (www.trekforteens.com).
- Regular public announcements from the main stage during the event (as well as the Battle of the Bands and Fashion Show).
- Use of the T3 logo for corporate brand communications relative to the T3 event. *T3 reserves the right to approve this material prior to execution.*
- Logo inclusion in the official T3 passport (1/2 page).

SILVER \$1 000

- Company logo on all T3 products (e.g. merchandising and apparel, printed collateral – letterhead, school flyers, posters, etc.).
- Branding opportunities at 1 of the checkpoints.
- Branding opportunities at 1 Battle of the Bands Event.
- Branding opportunities on the main stage, T3 banner, and directional signage.
- Logo with linking capabilities on the official T3 website (www.trekforteens.com).
- Regular public announcements from the main stage during the event (as well as the Battle of the Bands and Fashion Show).
- Use of the T3 logo for corporate brand communications relative to the T3 event. *T3 reserves the right to approve this material prior to execution.*
- Logo inclusion in the official T3 passport (1/4 page).

BRONZE \$500

- Company logo on selected T3 products (e.g. stationary, T-shirts).
- Branding opportunities on the T3 banner.
- Branding opportunities on 1 of the checkpoints.
- Logo inclusion on the official T3 website (www.trekforteens.com).
- Public announcements from the main stage during the event (as well as the Battle of the Bands and Fashion Show).
- Use of the T3 logo for corporate brand communications relative to the T3 event. *T3 reserves the right to approve this material prior to execution.*
- Logo and name inclusion in the official T3 passport.

FRIEND OF T3 <\$500

- Company logo on selected T3 products (e.g. stationary, T-shirts).
- Logo inclusion on the official T3 website (www.trekforteens.com).
- Public announcements from the main stage during the event (as well as the Battle of the Bands and Fashion Show).
- Use of the T3 logo for corporate brand communications relative to the T3 event. *T3 reserves the right to approve this material prior to execution*
- Company name inclusion in the official T3 passport.



Thank you for taking the time to read through this package.

For more information please visit our website:

www.trekforteens.com or contact our

Sponsorship Director, Andrew Gubasta, at
Andrew@trekforteens.com