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Dear Community Leader:

The town of Amherstburg, Ontario, Canada, is pleased to be the host of a new, international rugby tournament, commencing August first of 2008, and running until the fourth of August, 2008 in Murray H. Smith Centennial Park. The tournament-festival will be a first for the County of Essex, home to a growing number of rugby players and enthusiasts. The official name of the tournament is "Ruggerfest."

The tournament will match amateur rugby teams of men and women from around the world. They'll compete for the title of champions of the Amherstburg Ruggerfest. The associated, concurrent festival will be a celebration of the venerable sport of rugby and the traditions of spectatorship attendant upon it. Events such as rugby workshops for beginners, and children's flag rugby, are intended to encourage visitors of all ages and skill levels to have active fun while learning about rugby play. International food and beer tasting tents will be open to the public for a fee, with accredited beer experts conducting free, beer literacy seminars throughout the length of the festival.

Mission

The Amherstburg Ruggerfest is a summer festival which invites the public to experience the fun and excitement inspired by the game of rugby, while building tourism and positive public relations for the town of Amherstburg, Ontario. Ruggerfest is to be run as an annual, non-profit event; portions of the profits will be donated to "The Heroes of Amherstburg," a registered, non-profit community service organization which through its programming enables Amherstburg residents with special needs to experience fuller lives through greater participation in organized physical activities.

Resources

As a newly-formed, non-profit festival, Ruggerfest will require a lot of hard work and commitment from volunteers, as well as sufficient funding for operations and promotion, especially the first year! Please consider becoming a Volunteer Community Participant or Fund Sponsor. The credibility and good reputation of your business will help build confidence in Ruggerfest with other potential participants, and motivate the public to attend!

The benefits of sponsorship include:

- The satisfaction of contributing to the health and well-being of people with special needs in the greater Amherstburg area through the raising of funds for Heroes of Amherstburg
- The privilege of introducing your friends and neighbours to the international game of rugby and the many historic cultural traditions surrounding it
- The service of providing not one, but four days of inexpensive and family-friendly activity and entertainment to people from all over Essex County
- Contributing to the economic vitality and fame of the jewel that is the historic village community of Amherstburg
- Supporting local men's and women's rugby teams by providing them with an exciting, new, multicultural tournament
- Recognition of your company's sponsorship in the festival promotions

Please consider sponsoring Ruggerfest by contributing money at one of the suggested sponsorship levels, to receive specific promotional returns.

Diamond Sponsor

For a donation of \$5,000.00 your company will receive:

- Recognition of your diamond-level sponsorship, your company's logo, and a link to your organization on the official Ruggerfest website
- Mention in radio advertisements
- Prominent logo placement in newspaper advertisements
- Prominent logo placement on festival banner
- 12 V.I.P. festival passes
- Prominent placement of your company logo in the festival program
- Special recognition of your company and prime advertising space in the tournament program

Platinum Sponsor

For a donation of \$3,000.00 your company will receive:

- Recognition of your platinum-level sponsorship, your company's logo, and a link to your organization on the official Ruggerfest website
- Mention in radio advertisements
- Logo presence in newspaper advertisements
- 10 V.I.P. festival passes
- Inclusion of your company logo in the festival program
- Special recognition of your company and advertising space in the tournament program

Gold Sponsor

For a donation of \$1,000.00 your company will receive:

- Recognition of your gold-level sponsorship, your company's logo, and a link to your organization on the official Ruggerfest website
- Logo presence in newspaper advertisements
- 6 V.I.P. festival passes
- Inclusion of your company logo in the festival program
- Special recognition of your company in the tournament program

Silver Sponsor

For a donation of \$500 your company will receive:

- Recognition of your platinum-level sponsorship, your company's logo, and a link to your organization on the official Ruggerfest website
- 6 V.I.P. festival passes
- Recognition of your company name in the festival program
- Special recognition of your company in the tournament program

Bronze

For a donation of \$200 your company will receive:

- Recognition of your bronze-level sponsorship, your company's logo, and a link to your organization on the official Ruggerfest website
- 2 V.I.P. festival passes
- Recognition of your company name in the festival program
- Special recognition of your company in the tournament program

Volunteering

Hands-on participation is a great way to contribute to the success of the festival, develop your teamwork skills, and make friends and professional contacts. Volunteers are needed in the following areas: promotion, grounds set-up, vendor assistance, administration, tournament management, and team ambassadorship.

If you are interested in becoming a volunteer or sponsor, please contact:

Simeon "Sam" George Drakich
Festival President
519-252-2069
sam@ruggedfest.com

Thank you for your consideration.

Kind regards,

Sam Drakich