



Dear Sir/Madame:

Re: Sponsorship or Help with our Fundraising Efforts

It is often said that, "Children are our future, teach them well and let them lead the way". This statement rings true no matter who says it and where it is said. In July, a group of 27, including 20 athletes aged 12-15 years old, will be traveling from Waterloo region to Kecskemet, Hungary to take part in the 54th International Children's Games. They will be competing in basketball and swimming. This diverse sporting and cultural event will be an amazing experience for all of these local athletes and their coaches.

The International Children's Games are believed to be the largest youth sports gathering in the world and are designed to promote peace and friendship through youth sport. It is an IOC sanctioned event and have attracted over 37,000 participants from over 400 cities in 5 continents since 1968. The games embody the true Olympic spirit of friendship, solidarity and fair play and allow these children to pursue their goals in a non-political and non-denominational way.

We would welcome you to join the Kitchener-Waterloo ICG as a sponsor in this journey.

Attached is a corporate sponsorship package for your consideration. The package has been put together by the KWICG, however, our delegation would greatly appreciate any sized donation or sponsorship that you would be able to provide. Our delegation will be out in the community over the next several months in an attempt to raise funds for this endeavour. This will be an amazing opportunity for these young athletes to not only represent their city, province and country, but to interact with children of their own age from around the world in their sport and to share in their cultures.

Sincerely,

2020 Kitchener-Waterloo International Children's Games Delegation

<http://icg2020kecskemet.hu>





Corporate Sponsorship Packages

2020 KWICG Delegation – Kecskemet, Hungary

RATE SHEET

Premier Package - \$2,500

Company logo on athlete apparel (upper sleeve, max. of 2)
Company logo on KWICG website for 1 year
Company recognition in local KW publication "Thank-You" Ad
Full colour 8" x 10" Delegation photo plaque, recognizing sponsorship support Category exclusivity for Premier Package

Gold Package - \$1,000

Company logo on KWICG website for 1 year
Company recognition in KW publication "Thank-You" Ad
Full colour 8" x 10" Delegation photo plaque, recognizing sponsorship support

Friends of the Games - \$500

Company logo on KWICG website for 1 year
Company recognition in KW publication "Thank-You" Ad

Donations

An official receipt is issued by the Finance Department (City of Kitchener) for all cash donations received from individuals and businesses. If the donation is less than \$500, the donation can be made directly to the organization and no tax receipt will be issued. **No tax receipts will be issued for donations under \$500.** If the donation is greater than \$500 and a tax receipt is required, cheques must be made payable to the City of Kitchener.

NOTE: Sponsorship Packages are NOT donations as sponsors receive advertising services.

Payment

Payment in full upon execution of the sponsorship agreement.

Cheques payable to: KWICG

Donations tax receipts - For any amounts over \$500.00, the cheques must be made payable to the City of Kitchener.

