

Fellow Ladysmith Business,

The Ladysmith Downtown Business Association (LDBA) is hosting the 5<sup>th</sup> annual Hill Dash on Saturday June 18<sup>th</sup> at 11:00 AM (Registration opens at 9:30am)



The “Hill Dash” is a community event that will raise awareness for businesses in downtown Ladysmith, provide support for the Ladysmith Resource Center Association, and raise funds for initiatives supported by the LDBA. This year the LDBA has chosen to use the funds raised to support the **Art Council of Ladysmith and District**.

Expect some heavy lungs, burning quads and lots of laughs as teams 4-5 compete in this unique running event. This event proudly collaborates with the LRCA on Running of the Balls, a major fundraiser that supports all the important work they do in our community.

This year will continue to feature a beer garden with live music for participants over 19 years of age. Food will be provided for participants of all ages and a KidsZone will be set up to ensure fun for the whole family. This event is a Ladysmith classic, you don’t want to miss out.

#### **SPONSORSHIP OPPORTUNITIES**

- **Major Sponsorship** – With a sponsorship of \$250 your company will benefit in a variety of ways, including:
  - Two Team entries into the event (\$150 value)
  - Logo representation on race day at registration area and on event **posters and advertising**
  - Various acknowledgements on social media leading up to the event as well as on race day
  - Business Logo on Event giveaways and swag
- **Primary Sponsorship** – With a sponsorship of \$100 your company will benefit in a variety of ways, including:
  - One Team of entry into the event (\$75 value)
  - Various acknowledgements on social media leading up to the event as well as on race day
- **General Sponsorship** – This level of sponsorship is an open amount that you feel comfortable with. Any amount is appreciated and will go towards covering the costs of the event. Sponsors at this level will be thanked at the event and on social media.
- **Prize Donations** – Between heats we promote local businesses by giving away prizes of any amount. Gift certificates are a great way to get your businesses name announced at the event and introduced your business to a new customer.

Thank you for your time and support. We look forward to working closely with you to ensure your business sponsorship needs are met. Please make cheques payable to: Ladysmith Downtown Business Association. Cheques may be mailed to address in the footer or email us for pick up.