



Highway11 Cruisers C. C.
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Good Day,

I would like to start by sharing a little insight into who we are. The Highway 11 Cruisers C. C. is a club based in Newmarket, ON which was started in the summer of 2010 by a small group of like-minded individuals who have grown to be more than a great group of friends we are more like a family. We started with the purpose of bringing people together for a good time and a good cause. The club has now grown to a membership of over 125 dedicated members and continues to grow on a weekly basis. One of the many things that sets our club apart is that we charge no membership fees or dues to join or to be a member. All that we ask of our membership is that they donate their time when possible throughout the year to help organize and run our different events.

Our membership is made up of a wide-ranging group of individuals and families with people coming from a number of different geographical areas and backgrounds. The thing that draws us all together is our common love for our rides. The Highway 11 Cruisers is an all-inclusive organization which means we welcome all genres of vehicles from classics and custom cars, trucks, motorcycle and special interest vehicles.

The club has been raising money for various charities over the years including Big Brothers Big Sisters of York , Childrens Wish Foundation, Camp Quality, JumpStart, SickKids, Ernie's Journey/ United by Trauma, Southlake Regional Health Centre, Princess Margaret Cancer Centre, , Canadian Crime Victims Foundation and many more. We do this through such events as our Larger Weekend Car, Truck, & Bike Shows we hold throughout the summer at a number of locations such as the Husky Travel Centre in Bradford, & PartSource Newmarket as well as our weekly cruise nights. This includes our 2017 season-ending event which was held at the Gormley Go Train Station on Stouffville Sideroad just west of Highway 404 in Richmond Hill on September 17th which raised over \$10,000 for Big Brothers, Big Sisters of York, and other local charities. Our weekly Home of the Hot One's Cruise Nights at the Harvey's and the Home Depot on Yonge Street in Newmarket which in 2018 will run from early May 1st until October 30th.

Since our inception, the Highway 11 Cruisers have been directly involved in raising over \$80,000 for charity both from funds directly raised by the club and from other fundraising events we have assisted in organizing.

We are honored to have a number of both local, national, and multinational sponsors and supporters such as Mothers Polish & Waxes, the NewRoads Automotive Group, Lant Insurance, BASF, CarStar, Lucas Oil, Husky Energy, PartSource & Line-X who help us hold our events at \$0.00 admission fee (though we do encourage attendees to donate to our charity fund) and cover the majority of our operating expenses, which we do everything we can to keep as low as possible. This allows us to ensure as much money as possible gets forwarded on to different charities we support.

The mandate for the Highway 11 Cruisers as set out by our board of directors is a set of very simple guidelines and they are as follows:

- If our community needs help, band together and give back to the community.
- Work with local businesses in the community to run club functions.
- Build and maintain relationships and lasting friendships among the members by means of communication and participation at Highway 11 Cruisers events.
- Most and foremost, support local charities through fundraising drives to give back to the community that we sometimes don't take the time to acknowledge.

We would like to offer you the opportunity to become a sponsor of our ever growing club and help support the community events we organize and the charities that we raise funds for. You can choose from any of the following levels:

DOOR PRIZE -

Includes your name and company recognition during the draw for your item.

BRONZE - \$150 /year

Includes your name, logo, and link on our website, as well as a certificate of appreciation.

SILVER - \$300 /year

Includes the same as bronze level with the addition of the distribution of any of your promotional materials at our events

GOLD - \$500 /year

Includes everything from the bronze and silver levels plus a specially branded cruise night with a display table at the event and the presentation of a branded sponsor pick of the week award to a vehicle of your choosing. (We do encourage providing door prizes at the event to help drive interest to your display and business)

PLATINUM - \$800 /year

Includes everything listed in the above 3 levels as well as the following:
Includes 2 free prominent promotions/specials per year listed on our website home page
Booth space at two of our events where available

TITLE: - \$1,000 /year

Includes everything else listed in the above 4 levels as well as the following:
1 free prominent promotion/specials per quarter on our social media page.
3 free prominent promotions/specials per year listed on our website home page
Company logo included on promotions for club hosted shows.
Exhibitor booth space at all of our events where available
Exclusive sponsorship rights in your business category

We thank you in advance for your willingness to support the efforts of the Highway 11 Cruisers C.C. and help make a difference in our community.

For your assistance, I wanted to provide you with some supporting items:

Highway 11 Cruisers C.C. website: <http://www.highway11cruisers.ca/>
Highway 11 Cruisers C.C. facebook page: <https://www.facebook.com/Highway11Cruisers/>



\$10,000 cheque presentation at NewRoads Chevrolet's dealership following last year's event



Arial Shot of the 2016 Season Finale at the East Gwillimbury Go Train Station

Again thank you for your time, I look forward to hearing from you.

Sincerely,

Danny Facchini.

Danny Facchini
President
Highway 11 Cruisers C.C.