



**Highway11 Cruisers C. C.**  
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Good Day,

I would first like to thank you for your support over the past 9 years. As the Highway 11 Cruisers C. C. are celebrating our 10<sup>th</sup> anniversary this year we are hoping to make it an even better season than ever. As you may remember we were 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 200 dedicated members and continues to grow on a weekly basis. One of the many things that set 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, motorcycles and special interest vehicles.

The club has been raising money for various charities over the years including Big Brothers Big Sisters of York, Children's Wish Foundation, Camp Quality, JumpStart, SickKids, Ernie's Journey/ United by Trauma, Southlake Regional Health Centre, Princess Margaret Cancer Centre, Canadian Crime Victims Foundation, MS Society, Youth Unlimited 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 annual season-ending event which has been held at the Gormley Go Train Station on Stouffville Sideroad just west of Highway 404 in Richmond Hill for the past 3 years which raised over \$40,000 for Big Brothers, Big Sisters of York since it's inception 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 2020 will run from April 28<sup>th</sup> until October 27<sup>th</sup>.

Since our inception, the Highway 11 Cruisers have been directly involved in raising over \$120,000 for charity both from funds directly raised by the club and from other fundraising events we have assisted in organizing. We have also assisted the Run for Southlake raise over \$700,000 in the past three years with our members providing traffic control support.

We are honoured to have a number of both local, national, and multinational sponsors and supporters over the past nine years including Mothers Polish & Waxes, the NewRoads Automotive Group, Wayfarer Insurance Group, BASF, CarStar, Lucas Oil, Husky Energy, PartSource, PACE Law Firm, Line-X Coatings, and many more great sponsors. Due to our great sponsors like you, we have been able to maximize our donations to charity and keeping our operating expenses as lean as possible.

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 invite you to continue your support as a sponsor of our ever-growing club and help support the community events we organize and the charities that we raise funds for. As always we have a number of sponsorship opportunities available for you to choose from:

**DOOR PRIZE -**

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

**BRONZE - \$200 /year**

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

**SILVER - \$350 /year**

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

**GOLD - \$550 /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 - \$900 /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: - \$1,200 /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/>

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

Sincerely,

*Danny Facchini.*

Danny Facchini

President

Highway 11 Cruisers C.C.