



in support of



Canadian Cystic  
Fibrosis Foundation

## OUR CAUSE

Each year, over 500 University of Windsor students join over 35,000 other students at 65 colleges and university coast-to-coast as part of "Shinerama: Students Fighting Cystic Fibrosis." As Canada's largest fundraising event for post-secondary students, Shinerama raises close to \$1,000,000 annually to support the Canadian Cystic Fibrosis Foundation's goal of finding a cure or effective control for cystic fibrosis (CF).

Cystic Fibrosis is the most common, fatal, inherited disease of young Canadians. It mainly affects the lungs and digestive system. Since Shinerama began in 1964, the median age of survival for people with CF has risen from 3 years of age to the mid-30s. However, CF remains fatal in all cases.

Since 1968, students at University of Windsor have contributed over \$178,000 to the fight against cystic fibrosis. On Saturday, September 12th, 2009, we will be taking to the streets of Windsor to shine shoes, wash cars, play music, and do whatever it takes to raise funds to battle this deadly disease.

## OUR PARTNERSHIP PROPOSAL

I, the University of Windsor Shinerama Coordinator, would like to invite your organization to partner with us in our 2009 Shinerama campaign by helping us make our annual "Shine Day," Saturday, September 12th, 2009, one of the most memorable years we have ever had. In previous years, University of Windsor Shinerama has struggled to reach its fundraising goals, but this year I hope to change that and make our goal of \$30,000.

In return, I will provide your organization with a unique marketing opportunity throughout the community of Windsor-Essex County on "Shine Day," and through out the entire academic year on the campus of University of Windsor. Our full list of proposed benefits can be found on the following page.

Your organization is an important part of the Windsor community, and we are eager to work with you to meet your unique promotional needs and discuss ways that we can create a mutually beneficial partnership. Together we can positively touch the lives of hundreds of new members of our community while fighting the country's most deadly inherited disease.



*"Shinerama is an extraordinary example of what can happen when youth, energy and friendship come together for a good cause. We are committed to providing our first year students with an incredible civic engagement opportunity; one that demonstrates how this community stays strong and works together to achieve great things!"*



Jennifer Luu,  
Shinerama Coordinator,  
University of Windsor

### Platinum (\$2,500+)

- Large logo (4"x1.5") on 600 t-shirts worn by students on Shine Day and all year
- Acknowledgement on Shine Day (September 12th, 2009) where logo will be seen throughout the community and University of Windsor campus
- Acknowledgement in our student newspaper, The Lance that is published weekly and available to all students on campus and in some areas of the community
- Your company logo on public signs around campus on "Shine Day"
- Signage (provide by your company) posted at all our events through the year
- A booth on campus on "Shine Day"
- A business receipt for \$2,500(+)
- Logo placed on our website: <http://uwsa.ca/shinerama-sponsors>
- Logo placed on our website: <http://www.cffwindsor.ca>

### Gold (\$1,000)

- Medium logo (2.5"x1.5") on 600 t-shirts
- Acknowledgement in the student newspaper, The Lance
- Acknowledgement on Shine Day
- Logo on public signs around campus
- A business receipt for \$1,000
- Logo placed on our website: <http://uwsa.ca/shinerama-sponsors>
- Logo placed on our website: <http://www.cffwindsor.ca>

### Silver (\$500)

- Small logo (1.75"x1") on 600 t-shirts
- Acknowledgement on Shine Day
- Acknowledgment in the student newspaper, The Lance
- A business receipt for \$500
- Logo placed on our website: <http://uwsa.ca/shinerama-sponsors>
- Logo placed on our website: <http://www.cffwindsor.ca>

### Bronze (\$250)

- Acknowledgement on Shine Day
- A business receipt for \$250
- Logo placed on our website: <http://uwsa.ca/shinerama-sponsors>
- Logo placed on our website: <http://www.cffwindsor.ca>

Every contribution makes a difference in the fight against cystic fibrosis.  
Please help University of Windsor and Shinerama this year by giving the breath of life.

Other contribution options are available as well.

**For more information, please contact:**

#### Jen Luu

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