



Row Ontario and Canadian Sport Film Festival present 'A Most Beautiful Thing'

Scope of Project

Row Ontario is proud to be partnering with the Canadian Sport Film Festival 2021 to present the Canadian premier of the rowing film 'A Most Beautiful Thing'. The film is an inspiring and uplifting documentary about Arshay Cooper and his teammates from Manley Career Academy High School in Chicago, who formed the first black high school rowing team in the United States. This powerful story chronicles the barriers team members broke to be able to participate in rowing and the resulting impact on their lives and legacies. This is a story that Row Ontario's newly formed Diversity & Inclusion Committee felt would be a great way to start a discussion on social justice in sport and build fundraising momentum for a new grant program, the Row Ontario IDEA (Inclusion, Diversity, Equity, Accessibility) Fund. Grants from the IDEA Fund will allow Row Ontario member clubs to fund programs to create a more diverse, inclusive, and accessible rowing community in Ontario.

The virtual film festival takes place from May 14-16. Tickets will go on sale in early-April, with two ticketing packages available. A general ticket (\$15) and a VIP Ticket Package (\$150) which will include the viewing of the film, along with a planned VIP experience which will include catered food from CURED, a live Q&A with Arshay Cooper, Row Ontario branded merchandise and other sponsorship products.

Sponsorship Opportunity

We are reaching out to seek your contribution of products or funds in support of this important initiative. We are accepting product donations to be included in the VIP ticket package and as contest prizes or cash donations towards the IDEA Fund. Major donors will receive recognition during the viewing of the film, and during the promotion of this initiative as outlined below.

Levels of Sponsorship

1. Level 1 - Gift Card Sponsorship - \$2,500 and up

We are seeking sponsors to provide 100 Gift Cards, for a minimum of \$25 each, for inclusion in all VIP Ticket Packages (100). Level 1 Gift Card Sponsors will receive the following recognition:

- Company logo included in the A Most Beautiful Thing section on the Row Ontario website
- Promotion on both Row Ontario and the Canadian Sport Film Festival's social media accounts

**To be included in the VIP Package, gift cards need to be received no later than April 25*

2. Level 2 - Gift Card Sponsorship - \$1,000 - \$2,499

We are seeking sponsors to provide 100 Gift Cards, between \$10 and \$24.99 each, for inclusion in all VIP Ticket Packages (100). Level 2 Gift Card Sponsors will receive the following recognition:

- Company logo included in the A Most Beautiful Thing section on the Row Ontario website
- Promotion on both Row Ontario and the Canadian Sport Film Festival's social media accounts

**To be included in the VIP Package, gift cards need to be received no later than April 25*

3. Product Donations

We are seeking product donations as outlined below:

- Products to be included in the VIP Package (100 minimum). Smaller-sized products preferred as the VIP Package will be shipped through the mail*

**Products to be included in the VIP Package need to be received no later than April 26*

Product Donation sponsors will receive the following recognition:

- Company logo included in the A Most Beautiful Thing section on the Row Ontario website
- Promotion on both Row Ontario and the Canadian Sport Film Festival's social media account

4. Monetary Donations

We are also seeking direct monetary donations for the IDEA Fund. If you are interested in donating to this worthy cause, please contact Frank Christie (frank@rowontario.ca).

Row Ontario is made up of over 60 rowing clubs throughout Ontario with approximately 8,000 individual participants. We have a social media following of 6.7K Followers (1.3K Instagram, 4K Twitter and 1.4K Facebook). There are over 15,000 active rowers in Canada from over 120 clubs. A Most Beautiful Thing is not just a story about rowing; the film has been screened for private-viewing events for professional and varsity sports teams, business organizations, coaching and youth programs. The reach goes beyond rowing to all sports and organizations interested in learning more about the positive impact of diversity and inclusion.