



CONTACT AND SPONSORSHIP

Mark Kuznicki & Adam Schwabe at info@spinto.ca
More info at: spinto.ca

WHAT IS SPINTO?

SpinTO is a fundraising project that kicks off with a party on May 15 celebrating the 600 km [Friends for Life Bike Rally](#) from Toronto to Montreal in support of the [Toronto People with AIDS Foundation](#).

This project will be lead by a community-media site at SpinTO.ca, a place where stories about the journey riders in the Rally will be told through new media including blogging and video podcasting. These stories will continue to be told well beyond the kick-off party leading up to the ride to Montreal taking place in July 26-31, 2009.

SpinTO has been organized by a team of community contributors, led by [Mark Kuznicki](#) and [Adam Schwabe](#), both riders in the 2009 Bike Rally.

THE KICK-OFF PARTY

SpinTO will kick off with a party hosted at The Mod Club in downtown Toronto on May 15, 2009. This community mash-up party will bring together three amazing Toronto communities for one cause: supporting people in Toronto living with HIV/AIDS.

Uniting Toronto's tech, social media, queer and cycling communities under one roof, SpinTO is party unlike any other. Featuring DJ's, social and interactive media and visuals, prize raffles and unique performances, **SpinTO** will attract a fantastic group of community leaders, volunteers and party people. We expect a sold-out capacity audience of 600 in attendance.

THE CONCEPT

The **SpinTO** Project offers sponsors a unique opportunity to support a great cause in our community, work with some of Toronto's most socially engaged creators, and gain visibility and brand recognition through both event presence, mainstream media pickup and ongoing online social media channels through to the end of July, 2009.

This project combines a high profile event together with online content designed for hyper-local social media and mainstream media pickup. This project is inspired in part by the success of the *HoHoTO* fundraising party for the Daily Bread Foodbank in December 2008 that raised over \$25,000 using social media marketing.

AUDIENCE

The SpinTO audience is aged 25-40, urban, engaged, creative, with high disposable income. This audience includes the desirable urban gay/queer demographic, as well as key tech/media influencers on social networks in Toronto's technology community.

ONLINE COMMUNITY MEDIA PROJECT

Leading up to the May 15th launch event and continuing until the Bike Rally is completed on July 31st, SpinTO.ca will provide an online audience to stories of the Bike Rally: why people ride, the fun, the drama, the personal stories of triumph and the shared experience of community accomplishment.

The **SpinTO** blog will be the destination for these stories to be told and to continue the connections and energy of the launch event on May 15th. Sponsors have opportunities for pre-roll video ad placements as part of this story-telling project.

SPONSORSHIP

Sponsorship can be conveniently placed online at SpinTO.Eventbrite.com or please contact the organizers at sponsor@spinto.ca

Silver Sponsor - \$500

- ▶ 3 complimentary event tickets
- ▶ Standard brand recognition at the event
- ▶ Online ad placement at SpinTO.ca (125×125 px)

Gold Sponsor - \$1,000

- ▶ 5 complimentary event tickets
- ▶ High-profile brand recognition at the event
- ▶ Online ad placement at SpinTO.ca (300×100 px)

Platinum Sponsor - \$2,500

- ▶ 10 complimentary event tickets
- ▶ High-profile brand recognition at the event
- ▶ Online ad placement at SpinTO.ca (300×250 px)
- ▶ Opportunities for branded experiences integrated into the SpinTO event

Local businesses and members of the community also have the opportunity to be recognized as Community Supporters when they give a minimum donation of just \$200.

MEDIA ACCREDITATION

Media accreditation will be available at the event upon request. Please contact info@spinto.ca for details and interview opportunities.