



Re: Sponsorship

**13 Reginald St
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To Whom It May Concern:

My name is Don Maclurcan, a 19 year old, third year BA Human Movement Studies (UTS) student.

On January 6th I plan to run solo from Perth to Sydney, raising money and awareness for The Fred Hollows Foundation. I hope to break the trans-Australia running record of Serge Girard (1999 - 47 days) by averaging 85km per day. I will have a minimum support crew of three, with vehicle.

The run is recognised as an official event of '2002 Year of the Outback'.

Public liability insurance of \$5 million has been confirmed.

I have run competitively for nine years and ultramarathons for the past four. I've achieved top fifteen finishes at both the Australian 24hr track Championships and Australian 6 day Race. From January to March, 2001, I crewed for the 'Trans-Australia Footrace' (Perth to Sydney) which gave me a thorough introduction to the challenge I will undertake.

I write to ask for your company/business/club's support through the provision of goods or cash sponsorship. Attached is a proposal and resume.

For more information concerning the run and The Fred Hollows Foundation please visit the web-site at: www.seeaustraliarun.com.

Sponsorship Proposal

Level	Offered
Sponsor:	Corporate promotion through the website (logo and link), conservatively estimated to receive 50,000 hits; Promotion at all lead-up functions; High-level local publicity; reference in all media articles and press releases; labels on the support van.
Required:	\$500 or company goods to the value of \$800
Major Sponsor:	All of the above and... Corporate logo on all clothing; Six-month agreement to speak at a private company engagement; Complimentary invitation to fundraising cocktail party.
Required:	\$1000 or company goods to the value of \$1500

Alternatively, companies making a donation of \$1000 directly to The Fred Hollows Foundation will receive logo coverage on clothing and the support vehicle. All donations to The Fred Hollows Foundation are 100% tax deductible.

'Company goods' refers to any item, or service, that may assist the run eg. Insurance, publicity, food, clothing, petrol, car hire, PR, etc. All offers of discounted items in return for reduced sponsor coverage will be considered.

The run holds unprecedented potential for media coverage. In the coming weeks articles will appear in local and university papers, with Sydney Morning Herald, television and radio coverage a strong possibility.

I hope we can work together to make this opportunity financially beneficial for your company/club/business, whilst assisting my run efforts and raising money for a notable cause.

Sincerely,
Donald Maclurcan