



31 March 2020

Phil Cogswell & Pete McLachlan
Cogswell Surveys Limited
5 Milicich Place
Cambridge

Dear Phil & Pete

RE: LUGTONS WAIPA FUN RUN SPONSORSHIP

On behalf of the Fun Run Organising Committee and St Peter's Catholic School community we would like to thank you for your sponsorship of our 2020 Lugtons Waipa Fun Run event.

This was the ninth year of running this event for the Waipa community. As well as our many returning sponsors, we also had some new companies join us this year. Our event was again nominated at the 2019 Waipa Sports Awards in the Innovation in Sport category and were also shortlisted for the Regional Brian Perry Awards. We are immensely proud that the Lugtons Waipa Fun Run is recognised by the district in this way.

As a GOLD sponsor, you have been a vital part of this event, for which we are very grateful. The event would not be possible without our sponsors and local business community. As a school that has been part of the local community for so many years, we are proud to have our local businesses supporting our efforts.

Once again, this year, we secured several strategies to gain the best exposure for our event and sponsors. These strategies included:

- Radio advertising through The Breeze Waikato including Camille comparing the prizegiving, and promoting our event via her facebook page;
- Paper advertising with Cambridge News. This included a pre-event article as well as their post event write up;
- Other advertising including corflutes advertising the event, posters and flyers in local shops and businesses in the local area; and
- Social media coverage through the Waipa Fun Run Facebook and Event Website along with our school facebook page, website and newsletters with many posts being shared.

We would also like to thank you for your continued support on the day. It is always fantastic to see so many of your employees taking part in the races as well as having your marquee along the finish shoot. We are also very grateful that you supplied pilot vehicles and drivers again this year to ensure the safety of our competitors.

We are passionate about our event as it supports our school's objective of providing a safe, healthy and fun event that the whole family can enjoy together. Whilst the event is a critical fundraiser for our school, it also supports Cambridge Lifeskills charity as \$1 from each entry is donated to their work with our local school age children.

The 2020 event has continued to build on its reputation as a quality safe event that caters for all athletes, whether they are competitive or a first-time athlete. It is particularly pleasing to see so many young athletes taking part.

As organisers of the Lugtons Waipa Fun Run, we know how much time and effort goes into running a successful event, so while at the same as feeling extremely lucky that our event was able to proceed before the COVID-19 restrictions came into place, we really feel for other events that have had to cancel or postpone.

As a result of the feedback we have already received as well as our own learnings from this year's event, we would very much appreciate any feedback that you may have. Please email any comments to the following email address: office@stpeterscatholic.school.nz

We hope that you enjoyed being a part of the 2020 event and that you felt it was a beneficial business investment. Next year is our tenth anniversary, we have reserved the 7th March 2021, and we hope that you will be able to join us again.

Yours Sincerely

Donna Warwick and Grant Stuart

EVENT CO-ORDINATORS

on behalf of the LUGTONS Waipa Fun Run and Walk Organising Committee 2020