



The Gathering of the Fellowship, Toronto 2006

82 Ravenswood Drive
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www.gatheringofthefellowship.org

To Whom it May Concern;

Greetings! I wished to inform you of an exciting event coming in the year ahead, and how this event can benefit your company as an excellent promotional opportunity. In July of 2006, fans of J.R.R. Tolkien (author of *The Lord of the Rings*) and C.S. Lewis (author of the *Narnia* series) will come together in Toronto, Canada for a four-day convention called **The Gathering of the Fellowship** (www.gatheringofthefellowship.org/convention). It will be held at the Sheraton Centre Hotel in the heart of Toronto's downtown, from July 1st to July 4th, 2006.

The Gathering of the Fellowship Convention is a charity event, and all proceeds will be donated to **ProLiteracy Worldwide** (www.proliteracy.org), benefiting adult literacy throughout the United States and the world. The Gathering promises to be a unique event attracting over 1,000 attendees from all over the world, all drawn to intelligent study and discussion of the works of J.R.R. Tolkien and C.S. Lewis. Programming will be conducted by Anthony S. Burdge and Jessica Burke of **Heren Istarion, the North East Tolkien Society** (www.herenistarion.org), and features an impressive guest list. Also featured will be the Mirvish stage production of *The Lord of the Rings*, directed by Matthew Warchus, in its exclusive engagement at the world-famous Princess of Wales Theatre in Toronto (www.lotr.com), as well as marathon screening of the three *Lord of the Rings* movies by New Line Cinema, and directed by Peter Jackson. Following on the heels of the critically-acclaimed first Gathering convention in December 2003 which attracted over 1,500 attendees, this event is sure to surpass it in quality and integrity.

I am pleased to offer your company a variety of sponsorship opportunities, thus allowing you to present your products and services to our attendees, and at the same time assisting us in our goal to raise funds for our benefit cause of adult literacy. Donations may be cash or the equivalent value in merchandise. Donated merchandise may be auctioned to raise funds, or may be given to our attendees as prizes in contests. We have crafted several sponsorship levels for you, as described below and in much greater detail on our website (www.gatheringofthefellowship.org/convention/vendorsadvertising.html):

Edain Sponsorship – \$200 USD to \$499 USD Donation

The *Edain* were Tolkien's representation of Men—ourselves—in his world. This is the Gathering's basic sponsorship level, ideal for individuals or smaller organizations wishing to promote themselves with a modest donation. *Edain* Sponsorship includes the following:

- One (1) Attending Registration
- A "Supporter" Text Listing in the Official Program Book
- A permanent website graphic (up to Standard size) on the main page of the convention website

***Eldar* Sponsorship - \$500 USD to \$999 USD Donation**

The *Eldar* were the First-born Elves of Tolkien's world, ancient, wise, and immortal. As an *Eldar* sponsor, you will similarly leave a lasting impression on the Gathering attendees, a constant visible presence on the website, in the Program Book, and in the vendor room. *Eldar* Sponsorship includes the following:

- Two (2) Attending Registrations
- A Quarter-page Ad in the Official Program Book
- One (1) Dealer Table
- A permanent website graphic (up to Standard size) on the main page of the convention website
- A Banner/Sign (up to 10 sqft)
- A Registration Insert

***Maiar* Sponsorship - \$1,000 USD to \$2,499 USD Donation**

The *Maiar* spirits were present in all of Middle-earth in Tolkien's world. They were as integral to the foundation of creation as are the air, earth, and water of all that exists. As a *Maiar* Sponsor, you will share that integral connection with the Gathering event. This sponsorship level includes:

- Two (2) Mithril Packages (includes Attending Registration, Banquet tickets, LOTR on Stage tickets, and Movie Marathon tickets)
- A Quarter-page Ad in the Official Program Book
- One (1) Vendor Booth
- A permanent website graphic (up to Extra-large size) on the main page of the convention website
- A Banner/Sign (up to 25 sqft)
- A Registration Insert

***Valar* Sponsorship - \$2,500 USD or higher Donation**

Our highest level of sponsorship is represented as *Valar* level; this is fitting since the *Valar* in Tolkien's world were the gods of creation, one step below the almighty God. With this level of sponsorship, your organization will have the unique opportunity to be represented in all of the Gathering's promotional materials as a Major Sponsor and builder of the event. This level includes:

- Four (4) Silmaril Packages (includes Attending Registration, Banquet tickets, LOTR on Stage tickets, Movie Marathon tickets, and invitations to the VIP Reception)
- A Full-page Colour Ad in the Official Program Book
- Two (2) Vendor Booths
- A permanent website graphic (up to Extra-large size) on the main page of the convention website
- Two (2) Banners/Signs (up to 25 sqft)
- A Registration Insert
- Full exposure as a Major Sponsor of the Gathering of the Fellowship

We can also customize a sponsorship package crafted especially to meet your company's unique requirements.

As well as sponsorship, you might also consider advertising with the Gathering of the Fellowship. We have a wide variety of advertising options, all outlined on our website (www.gatheringofthefellowship.org/convention/vendorsadvertising.html), but here is a summary of our rates for placing an advertisement in our Official Event Program Book:

Full page (colour)	8½" x 11"	216mm x 279mm	\$450 USD
Full page (black and white)	8½" x 11"	216mm x 279mm	\$250 USD
Half page	8½" x 5½"	216mm x 140mm	\$150 USD
Quarter page	4¼" x 5½"	108mm x 140mm	\$80 USD
Business card	3½" x 2"	89mm x 51mm	\$50 USD

As you can see, there are many possibilities! I encourage you to visit our event website (www.gatheringofthefellowship.org/convention), or our 2003 event website (www.gatheringofthefellowship.org/GOTF2003) and observe the excitement that is building in the fan community for this wonderful event.

I look forward to discussing this opportunity with you. Please feel free to contact me by email at ed.rodriques@gatheringofthefellowship.org, or by telephone at 647-893-0755.

In fellowship,

Edward Rodrigues
President, The Gathering of the Fellowship, Inc.