



# 2013 WORLDS LARGEST TRUCK CONVOY



IN SUPPORT OF

***Special  
Olympics***  
*Manitoba*



# Why are we conveying?

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## **Special Olympics Manitoba**

Special Olympics Manitoba (SOM) offers quality sport training programs and competition to athletes with an intellectual disability from the ages of 2 years and up.

Special Olympics Manitoba offers 18 different sports to the seven Regions throughout Manitoba. SOM provides the training and experiences needed for all athletes to compete in a variety of competitions throughout the season.

The fundamental difference that sets Special Olympics competitions apart from generic sport, is that athletes are grouped according to their skill level. This provides the opportunity to participate, compete and win at every level.

## **Law Enforcement Torch Run**

The Law Enforcement Torch Run (LETR) began in 1981 when Wichita, Kansas (USA), Police Chief Richard LaMunyon saw an urgent need to raise funds for and increase awareness of Special Olympics. A handful of officers raised a few hundred dollars to help send local athletes to the State Games. Chief LaMunyon pushed his idea forward within the law enforcement community resulting in the Law Enforcement Torch Run being adopted by the International Association of Chiefs of Police (IACP).

The LETR has grown from those early days into the largest, grassroots fundraising entity for Special Olympics. In 2009, there were over 85,000 law enforcement personnel involved in the LETR who raised in excess of \$34 million dollars! There are LETR programs in all 10 Canadian Provinces and 3 Territories as well as all 50 US States and 35 other countries.

This is the Manitoba LETR program's 25<sup>th</sup> Silver Anniversary. Membership in the LETR is open to any agency with peace officer status and in Manitoba, this includes all major accredited federal, provincial and municipal police agencies, Provincial and Federal Corrections, as well as other federal and provincial enforcement agencies. The Manitoba LETR has raised in excess of \$2 million for Special Olympics. All monies raised in Manitoba stay here in support of Manitobans with an intellectual disability who benefit through participation in sports under Special Olympics programs and activities.

While the Torch Run remains the flagship event for the LETR there are numerous other fundraising and awareness events throughout the year in support of Special Olympics. These include the World's Largest Truck Convoy, Golf Tournaments, Law Enforcement Balls, Poker Tournaments, merchandise sales and the Polar Plunge.

## **About the World's Largest Truck Convoy**

### **What is Convoy?**

The Truck Convoy is a celebration of the trucking industry and their support of the Special Olympics. It is a one day event in which Law Enforcement make special dispensation and escorts a convoy of trucks. Participants meet at a staging location and are escorted in convoy to a pre-determined destination, where they are welcomed by the Special Olympics community – athletes, families, friends, colleagues, Law Enforcement Officers, and the organizations, companies and agencies that make up the trucking industry.

### **Who can Convoy?**

The convoy consists of Semi-trucks, truck/trailer combinations, large trucks, low-boys, dump trucks, flat beds, buses, large tow trucks, large box trucks, etc. All trucks entering the convoy must be of 10,000 GVW (4,500 kg) or larger. Please Note: No Hazardous Materials or Trucks with Alcohol or Tobacco Names or Logos are permitted.

### **Who can attend?**

Anyone! Invite all of your friends, family and co-workers to watch you join the ranks of the mighty convoy for a great cause. The more we have, the greater the awareness we can generate.

### **How do I raise money for the Convoy?**

Get people to sponsor you! This information package has a load of fun ways to get started and they are easy! Get started on supporting Special Olympics Manitoba's athletes.

# How do I Join the World's Largest Truck Convoy?

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## Getting Started

### STEP 1 – Register Online

After you register online

- Create your own web page or add this to your facebook profile
- Collect and track online credit card donations
- Use social media to communicate with friends and family

If you don't want to register online, you can register the day of the Convoy (Saturday September 14, 2013). You can even call the SOM office for assistance on registering: 204-925-5628 or toll free 1-888-333-9179.

### STEP 2 – Collect Donations

- Download and print donation form
- Use creative fundraising ideas
- There are incentive prizes for the most donations
- Each Truck requires a \$100.00 registration fee

### STEP 3 – Come to the Convoy

Join the mighty convoy and let it roll for Special Olympics Manitoba!!

Celebrate and make plans for the next year's Convoy!

### Don't have a big truck?

That is not a problem! We know you still believe in the cause. Just register as a Convoy Fan, raise the donations and receive incentives just like a regular participant...except without the Truck. Attend the Convoy and cheer from the sidelines.

## Prizes and Sponsorship Levels

### Individual Prizes

## Prizes for Donation Levels

To express our gratitude for your great efforts in raising support for the Special Olympics Manitoba, the following are various levels you can reach:

Levels of Sponsorship	Incentive
PLATINUM- \$2500	Corporate Logo On Back Of Convoy Shirts, Permission For Limited use Of Program Logo, Web Site, Posters Site signage, Program, News Release, Company Logo on All Printed Ads
GOLD- \$1500	Web Site, Posters Site Signage, Program, Company logo On All Printed Ads, News Release
SILVER- \$1000	Program, Company Logo On All Printed Ads, Web Site, Posters, Site Signage
BRONZE- \$500	Site Signage, Web Site

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## Help Lead the Way!

Be the Lead Truck of the Convoy! The top fundraiser will have the opportunity to take the **"lead"** in the convoy. It is a great way to show your support for the Truck Convoy and also creates great exposure for the truck and company! Ask your friends, co-workers, vendors, service and parts providers and family members to **sponsor** you in the Truck Convoy and help raise the most money to earn the honor of leading the Convoy!

It is a great way to create a fun, friendly competitive atmosphere with your work colleagues and fellow truckers alike!

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## How Do I Raise Money for the Convoy?

This is an opportunity to come together and build stronger relationships with your family, co-workers, and community. Set your fundraising goals and go for it. It is for a great cause and it is a whole lot of fun. With your support, Special Olympics Manitoba can provide better services and help more Special Olympic athletes. By joining the World's Largest Truck Convoy, you are making an impact on Manitoban's with an intellectual disability through sport and essentially their quality of life.

## **Fundraising Ideas**

Ask People – You would be surprised how many people are willing to give for a worthwhile cause. Tell them about Special Olympics Manitoba. Explain to them why you will be joining the World's Largest Truck Convoy. Yourself, family members, neighbours, co-workers, colleagues from a sports team, barber/hairdresser, doctor and/or church members.

Casual Day- Host a 'casual or jean day' at work where staff can dress casually if they give a donation towards your goal.

Company Contribution – Solicit your company or business to match your money raised! Many companies already do this.

Silent Auction – hold the event at your business, neighbourhood or church. Ask for contributions of unique items. Display the items (or descriptions) prior to the event. Hold the auction over the lunch hour or other convenient time.

Bake For Gold – hold a bake sale once a month at your company, club or church.

Car Wash – works great for high schools or university – don't forget to include local Special Olympians to help out!

Restaurants – Ask a local restaurant or cafe to contribute proceeds for a day towards the World's Largest Truck Convoy and Special Olympics Manitoba.

## Sample Letter for Donors

Send this letter to local business owners and help them get involved and learn about Special Olympics Manitoba.

Dear (insert name):

I am writing to ask for your help. On Saturday September 14, 2013 I have committed to show my support for athletes of Special Olympics Manitoba by taking part in the World's Largest Truck Convoy!

I have set a personal fundraising goal of \$(insert amount), and I need your help to reach it! I am asking if you will make a donation to Special Olympics Manitoba on behalf of me joining the 2013 World's Largest Truck Convoy. Any amount would be greatly appreciated – it all goes to a wonderful cause and every little bit gets me closer to my goal.

You can visit <http://www.specialolympics.mb.ca/> and select "Events" "2013 World's Largest Truck Convoy" and donate to your trucker. Type in my name which will take you to my personal fundraising page, and gives you an option of donating online via credit card. All donations of \$20 or more will be provided with a tax receipt.

If you want to learn more about the 2013 World's Largest Truck Convoy or about Special Olympics Manitoba, please visit <http://www.specialolympics.mb.ca/>. When you hear the roar of mighty engines approaching on September 14, 2013, you'll know it's us.

Thank-you,  
(Participant)

## How to Raise \$500 in 10 Days

The key to successful fundraising campaign starts with asking people you know. Think about everyone that you know and ask them to join in making your goal a possibility with their donation.

### Who Do You Know?

- Friends
- Family
- Community
- Vendors/Suppliers
- Neighbours
- Your Company/Business
- Social Clubs
- Sports Teams

## Who Do You Ask?

	<b>Who To Ask</b>	<b>Total Per Day</b>	<b>Grand Total</b>
<b>Day 1</b>	Sponsor Yourself for \$25	\$25	\$25
<b>Day 2</b>	Ask 3 family members to match your donation of \$25	\$75	\$100
<b>Day 3</b>	Ask your best friend to sponsor you for \$25	\$25	\$125
<b>Day 4</b>	Ask your boss for a contribution of \$25 or to match the entire money your raise	\$25	\$150
<b>Day 5</b>	Ask 5 local friends to sponsor you \$10 each	\$50	\$200
<b>Day 6</b>	Ask 5 out of town friends to sponsor you \$10 each	\$50	\$250
<b>Day 7</b>	Ask 5 businesses you frequent (barber, salon, dry cleaner, dentist, restaurant) to sponsor you \$10 each	\$50	\$300
<b>Day 8</b>	Ask 5 co-workers to sponsor you \$10 each	\$50	\$350
<b>Day 9</b>	Ask 5 neighbours to sponsor you \$10 each	\$50	\$400
<b>Day 10</b>	Ask 10 people from your church/temple/social club etc to sponsor you for \$10 each	\$100	\$500



# World's Largest Truck Convoy

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### Registration

Bring your registration, if you did not register on line, as well as any monies raised for Special Olympics Manitoba.

Don't forget your truck! Follow the signs to the staging area and board the shuttle to the Oak Bluff Recreation Hall.

Registration and breakfast opens at 8am.

Drivers meeting will be held at 10:15 am and the route game plan will be revealed.

Convoy will begin at 11:00 am and will return to the starting point.

### The Event

The Convoy is visible from any point along the Perimeter Highways. Come out and watch!

### Celebration BBQ

A celebration – picnic, barbeque, awards ceremony, family entertainment, prize draws, etc. is held to recognize participants and thank them for their support.

## FORMS

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The following are forms that you need to get prepared for the 2013 World's Largest Truck Convoy. Please fill out and turn in the registration forms. The Donor Pledge Form is to keep track of all those who are excited to see you join the World's Largest Truck Convoy in support of Special Olympics Manitoba.

Tax receipts will be forwarded by Special Olympics Manitoba for any donations of \$20 or greater.