

THEATRE CALGARY PRESENTS
THE 2010 BIG RUN



What are the pledges for?

The funds raised through **The 2010 Big Run** will support Theatre Calgary's **Student Education Series**. The **Student Education Series** exposes youth to the wonders of live theatre and helps to enhance their knowledge of the performing arts through post-performance talkback sessions with theatre professionals. Nearly 12,000 students attended **Student Education Series** performances in 2008/09. Tickets for these performances are heavily subsidized. As a registered charity, we need your help to continue making the extraordinary productions on our stage accessible to students in southern Alberta. By collecting pledges, not only will you be rewarded with great incentives but you will be showing your support for this exceptional program.

How do I raise pledges?

Registered participants of **The Big Run** may use the Running Room website to collect pledges. Here's how:

- 1) Go to www.runningroom.com
- 2) Select Members (from top menu)
- 3) Select Athlete Dashboard (from left menu)
- 4) If you are a member, Login (Not a member – sign up, and then email roadrace@theatrecalgary.com – Theatre Calgary will attach your race entry to your profile, so you can proceed to Step 5)
- 5) Once logged in you'll see your dashboard – under Donations, select Yes
- 6) Select Solicit Sponsors from left menu
- 7) Add email addresses, and a message if you like
- 8) Hit send!

Alternatively, you can visit www.theatrecalgary.com/events/bigrun and download a printable pledge form.

Collectors are asked to submit completed forms and payments to Theatre Calgary by May 31, 2010 to be eligible to receive an incentive.

Tax receipts will be issued for donations of \$25 dollars or more. Complete donor information (full name, address, postal code, phone number) must be collected for a tax receipt to be issued.

Pledge prizes

Theatre Calgary will send you a gift card that corresponds to the amount of funds raised from your choice of these Theatre Calgary supporters:



<u>Pledges raised</u>	<u>Incentive</u>
\$100	\$20 Gift Card
\$200	\$40 Gift Card
\$300	\$60 Gift Card
\$400	\$80 Gift Card
\$500	\$100 Gift Card
\$750	\$150 Gift Card
\$1000+	\$250 Gift Card

Contact information

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Thank you from Theatre Calgary!