

# The Coastal Challenge 2009

## Rainforest Expedition Run



*Be Ready for  
Anything*

In January 2009, Donald Peterson will be embarking on an epic race along Costa Rica's tropical Pacific coastline known as 'The Coastal Challenge'. He is taking on this challenge in an effort to raise awareness for Big Brothers Big Sisters of Victoria with his focus being the belief that all children have the capacity to lead full and rewarding lives, reach their full potential and become adults who contribute to their community.

### **Rainforest Expedition Run**

The Coastal Challenge 2009 is an Expedition Run that will test and push the competitor to the very limits of human endurance. The race consists of six stages with distances ranging from 20 - 60 kilometers per stage and will cover a total distance of 225 - 250 kilometers. The route will run through jungle and rainforest trails, mountain trail and single track across ridgelines, highlands and coastal ranges; beaches, rocky outcroppings and reefs, river and estuary crossings, and ends in Corcovado National Park, one of the premier rainforest experiences in the world as well as a Unesco World Heritage site. It really defies description!

### **Sharing a Little Magic**

Donald Peterson, is a single father of a young daughter who is a "Little" in the Big Sister program. He has seen the incredibly positive effect it has produced in her life and relationships. At this point in his life Donald is feeling a drive to contribute to his community and specifically the children within it. By supporting Big Brothers Big Sisters with this project he will be helping them provide mentoring programs for children and youth, which enhance their sense of belonging, self-worth, resiliency and capacity to make healthy, well-informed choices.

His passion for this cause is so great that he feels well equipped to take on this epic challenge.





**Big Brothers Big Sisters  
of Victoria**

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August 20, 2008

Dear Sponsor,

Big Brothers Big Sisters of Victoria is thrilled to partner with Donald Peterson in his quest to run The Coastal Challenge in January 2009 - an expedition style footrace across over 200 kilometers of Costa Rica's tropical Pacific coastline. This adventure challenge is a fundraising opportunity for Big Brothers Big Sisters of Victoria and we would be very grateful for your support of this amazing initiative.

Big Brothers Big Sisters of Victoria will provide mentoring services to more than 600 children and youth this year. The children are diverse in every way but they share a common theme – they each need a mentor in their life. The children fall along a continuum: those who are experiencing isolation and/or loss from family breakdown, those with learning, social, and behavioral challenges, and those who live in complex conditions. These challenges include but are not limited to extreme poverty, transient homelessness, violence, chronic or terminal illness, or alcohol and/or drug abuse, and children who live in temporary or permanent government custody.

Mentoring programs provide consistency and structure, and help children build self-esteem and confidence, and problem-solve to make better decisions. Studies show that children with Big Brother Big Sister mentors improve their attendance and grades at school, are less likely to engage in risky behaviors, and have improved relationships with adults and peers.

It takes both human and financial resources to help a child survive, thrive, and succeed in today's quickly changing and complex world. Big Brothers Big Sisters provides these resources through prevention and intervention services for children and their families. With your help and support, Big Brothers Big Sisters of Victoria can serve children and youth at-risk across Greater Victoria. Together, we can help make a positive and permanent difference in their lives.

Our Development Manager, Lisa Mort-Putland would be pleased to assist you with any questions you may have in regards to your support for this event.

Best Wishes,

A handwritten signature in black ink, appearing to read "Rhonda Brown".

Rhonda Brown, Executive Director  
Big Brothers Big Sisters of Victoria

Join Big Brothers Big Sisters Alumni!  
[www.bbbsalumni.ca](http://www.bbbsalumni.ca)



## Donald Peterson



Born (1969) in Port Alberni, B.C. to American parents. He has one older sibling, a brother, James. Donald spent most of his childhood on the West Coast of British Columbia, moving from one logging community to another, with his parents. His father, John, worked as a manager for McMillian Bloedel Ltd. These communities included Campbell River, Port Alberni, Duncan, and Nanaimo. In addition, a couple of years were spent on the Queen Charlotte Islands, in a small logging camp (Juskatla) near Port Clements. In the summer, before his senior year of high school, Donald moved to the State of Washington with his father. He finished his schooling in Washington, graduating from Oakville High School.

After graduation he enlisted in the U.S. Marine Corps and served active duty from 1988 to 1992. His recruit training (boot camp) was done at the Marine Corps Recruit Depot, San Diego. Advance training, was done at the Assault Amphibian School, Camp Del Mar area, Camp Pendleton, California. After training, he was stationed in Hawaii, at Marine Corps Air Station, Kaneohe Bay. He was deployed for both Desert Shield and Desert Storm Operations.



After being Honorably Discharged, he moved back to Washington and attended college, where he started work on a degree in Education and Philosophy. During this time, a brief visit with his brother in Vancouver, B.C., inspired him to move back to British Columbia.



Donald now lives in Victoria, B.C. and works as a Systems Administrator for a local supply company. He took up running as a way to get fit and stay in shape. He ran his first organized race in 1999, the Royal Victoria 8km, finishing in 34:22. Donald is active in the Vancouver Island running community, he has run the Royal Victoria Marathon three times, many Half-Marathons and numerous races of shorter distances. In 2006 he ran his first three ultra distance races and was instantly hooked. He ran the Gobi March in 2007 and participated in the Vancouver Island 24 Hour Relay for the Kids as a team of one in 2008.



Donald is a single father to a beautiful daughter, Tori, who brings so much love and joy to his life. Donald grew up with parents who loved the outdoors. Camping, fishing and beach combing were a regular occurrence for his family. He continues that lifestyle with Tori. They spend many days exploring the beaches and wilderness of Vancouver Island. In his spare time, he enjoys hanging out with Tori, spending time with friends, camping, beach combing, playing volleyball, reading, writing poetry and breakfasts at Mo:Lé.





## THE MARKETING RETURN ON INVESTMENT

Donald is offering unique sponsorship opportunities to leverage the extreme nature of this race. This opportunity is ideal for companies looking for maximum return on marketing investment or for those who are interested in elevating their profile as a community supporter.

### What am I looking for?

I am looking for companies that are willing to partner with me in an initiative that contains a 'Wow!' factor not normally found in a national fund raising initiative. Having experience in extreme ultra marathon racing, I understand how to garner attention and the ease at which media, companies and the general public support a venture such as this. The opportunities to ride the promotional 'wave' of this exciting race are fantastic.

## SPONSORSHIP OPPORTUNITIES

I am available to customize a sponsorship package to meet both the budget requirements of my sponsors and their overall business objectives. Some of the package options could include:

- A post-race presentation within 12 months of The Coastal Challenge 2009 (This presentation is ideal to motivate and/or reward staff or as part of existing company events.)
- Logo on monthly newsletter and a feature article profiling Sponsor
- If appropriate, equipment and supplies will be purchased from Sponsor.
- Your Company logo on all collateral and media releases including first mention during any media interviews.
- Recognized at all fundraising events.
- Recognized on the project web site and on competitors clothing during the race.
- Any remaining balance of funds unused will be donated to BBBS on behalf of the Sponsor.

## SPONSORSHIP LEVELS

**Héroe (Hero)**

**\$1000+**

**Patrón (Patron)**

**\$500**

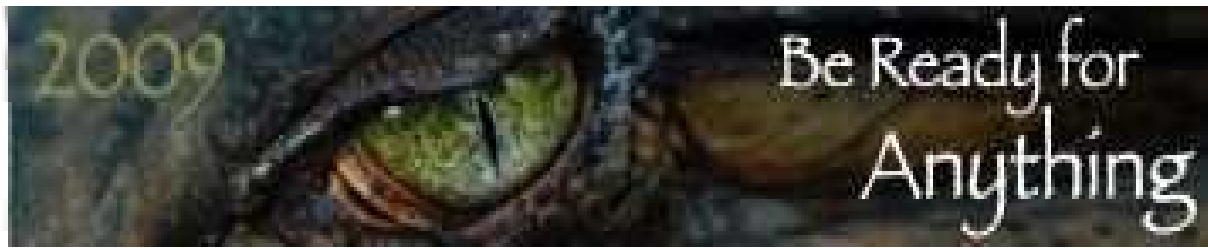
**Partidorio (Supporter)**

**\$250**

**Camarada (Friend)**

**\$100**





## Share a Little Magic - The Coastal Challenge 2009 Budget

Expense/ Description	Amount
<b>Race Specific</b>	
Registration (1950 US\$)	\$1,950.00
Airfare/Travel to San Jose, Costa Rica	\$1,500.00
Accommodation	\$300.00
Transportation and Misc	\$250.00
Hydration Pack - Nathan HPL #20	\$100.00
Running Shoes - Race - Brooks Cascadia	\$140.00
Headlamp - Petzl Tikka Plus	\$50.00
Socks X 7	\$70.00
Race Clothing - 2 Shirts, Shorts	\$150.00
Misc. Toiletries	\$50.00
Sleeping Bag	\$150.00
Tent - MEC Wanderer 2	\$200.00
Subtotal	\$4,910.00
<b>Training</b>	
Nutritional Supplements	\$200.00
Physio/Chiro/Massage	\$200.00
Medical Certificates and Vaccinations	\$200.00
Training Races	\$100.00
Travel for Training	\$50.00
Subtotal	\$750.00
<b>Public Relations</b>	
Promotional Events (Christmas Gala)	\$500.00
Promotional Materials	\$250.00
Subtotal	\$750.00
Grand Total	\$6,410.00