



MACKIDS WALK & WHEEL

Presented by



McMaster Children's Hospital Foundation

SPONSORSHIP OPPORTUNITIES JUNE 1, 2019 BAYFRONT PARK, HAMILTON

Presenting Sponsor* \$25,000

- Logo integrated into event signature
- Logo on event website with hyperlink
- Logo on all marketing materials (posters, brochures, etc.)
- Recognition in media release
- Social media promotion including plan for sponsor social media engagement
- Permanent recognition on donor wall in hospital
- Logo on event day sponsor signage
- Opportunity to place item in swag bag
- Logo on participant shirt
- Brand activation at event (tent and power provided)
- 20 Free registrations
- Sponsor delegate to make presentation or to bring greetings
- Name on medal ribbon
- Logo on photo booth template

SOLD

Platinum Sponsor \$20,000 TEDDY BEAR HOSPITAL

- Logo on event website with hyperlink
- Logo on all marketing materials (posters, brochures, etc.)
- Recognition in media release
- Social media promotion including plan for sponsor social media engagement
- Permanent recognition on donor wall in hospital
- Logo on event day sponsor signage
- Opportunity to place item in swag bag
- Logo on participant shirt
- Brand activation at event (tent and power provided)
- 15 Free registrations
- Recognition/mention on stage
- Logo on photo booth template

SOLD

Gold Sponsor \$15,000 (2) TRAILBLAZER WALK OR MIRACLEFEST

- Logo on event website with hyperlink
- Logo on all marketing materials (posters, brochures, etc.)
- Recognition in media release
- Social media promotion including plan for sponsor social media engagement
- Permanent recognition on donor wall in hospital
- Logo on event day sponsor signage
- Opportunity to place item in swag bag
- Logo on participant shirt
- Brand activation at event (tent and power provided)
- 10 Free registrations
- Recognition/mention on stage
- Logo on photo booth template

* Presenting sponsor benefits are customizable.

Further event details can be found at:

mackids.ca/walkandwheel

Silver Sponsor \$10,000

- Logo on event website with hyperlink
- Logo on all marketing materials (posters, brochures etc.)
- Social media promotion including plan for sponsor social media engagement
- Permanent recognition on donor wall in hospital
- Logo on event day sponsor signage
- Opportunity to place item in swag bag
- Logo on participant shirt
- Brand activation at event (tent and power provided)
- 5 Free registrations
- Logo on photo booth template

Bronze Sponsor \$5,000

- Logo on event website with hyperlink
- Logo on select marketing materials (posters, brochures etc.)
- Social media promotion including plan for sponsor social media engagement
- Logo on event day sponsor signage
- Opportunity to place item in swag bag
- Company name on shirt
- Brand activation at event (tent not provided / no power)

Milestone Sponsor \$2,500

- Name on event website
- Name on select marketing materials (posters, brochures etc.)
- Name on event day sponsor signage
- Opportunity to place item in swag bag
- Brand activation at event (tent not provided / no power)

Community Sponsor \$1,000

- Name on event website
- Name on marketing materials (posters, brochures etc.)
- Name on event day sponsor signage
- Opportunity to place item in swag bag

Sponsors will be integrated into pre-event promotional efforts, based on timing of commitment.



Photos: Roy Timm

To confirm your sponsorship, please contact:

Milaina Wright, Special Events Officer
Hamilton Health Sciences Foundation
905-521-2100 ext. 76787
wrightmila@hhsc.ca



| Benefit / Category | Presenting | Platinum | Gold | Silver | Bronze | Milestone | Community |
|---|-------------------------|-------------------------|--------------------------------|-------------------------|-----------------|-----------------|----------------|
| # of sponsorships available | 1 | 1 | 2 | 3 | 5 | Unlimited | Unlimited |
| Name | Presenting | Teddy Bear Hospital | Miraclefest & Trailblazer Walk | | | | |
| Logo integrated into event signature | Yes | | | | | | |
| Sponsor delegate to bring greetings | Yes | | | | | | |
| Name on medal ribbon | Yes | | | | | | |
| Recognition/mention on stage | Yes | Yes | Yes | | | | |
| Recognition in media release | Yes | Yes | Yes | | | | |
| Free registrations | 20 | 15 | 10 | 5 | | | |
| Permanent recognition on donor wall in hospital | Yes | Yes | Yes | Yes | | | |
| Logo on photo booth template | Yes | Yes | Yes | Yes | | | |
| Logo or name on shirt | Logo | Logo | Logo | Logo | Name | | |
| Social media promotion including plan for sponsor social media engagement | Yes | Yes | Yes | Yes | Yes | | |
| Brand activation at event | Power and tent provided | Power and tent provided | Power and tent provided | Power and tent provided | Space, no power | Space, no power | |
| Logo or name on event day sponsor signage | Logo | Logo | Logo | Logo | Logo | Name | Name |
| Opportunity to place item in swag bag | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Logo or name on event website | Logo and link | Logo and link | Logo and link | Logo and link | Logo and link | Name | Name |
| Logo or name on marketing materials (posters, brochures etc.) | All | All | All | All | Select | Select | Select |
| Investment | \$25,000 | \$20,000 | \$15,000 | \$10,000 | \$5,000 | \$2,500 | \$1,000 |



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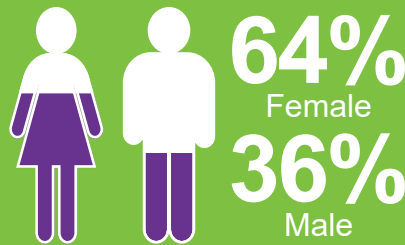
\$1,215,358

**HAS BEEN RAISED FOR
MCMASTER CHILDREN'S
HOSPITAL FOUNDATION
VIA MACKIDS WALK & WHEEL**

Every contribution makes a vital difference and allows the medical teams at McMaster Children's Hospital, including Ron Joyce Children's Health Centre, to provide specialized care to the region's youngest patients.



MacKids Walk & Wheel
EVENT PROFILE *



Marketing Campaign

- TV
- Radio
- Print
- Digital

Followers

- Facebook: 1.5K
- Twitter: 1.9K

We love that we can give back to such an amazing hospital that does so much for us and so many others. We love raising funds and showing our child the importance to give back. We love attending this event because it is so kid friendly, we love the teddy bear hospital ... We love all the amazing sponsors that come out to make the event so wonderful!

- MacKids Walk & Wheel attendee



JUNE 1, 2019
mackids.ca/walkandwheel