



 Hamilton  
General Hospital  
Foundation

**SPONSORSHIP OPPORTUNITIES**  
SEPTEMBER 14, 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
- Logo on participant shirt
- Brand activation at event (tent and power provided)
- 10 Free registrations
- Sponsor delegate to make presentation or to bring greetings
- Name on medal ribbon
- Logo on photo booth photo template

## Gold Sponsor \$15,000

- 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
- Logo on participant shirt
- Brand activation at event (tent and power provided)
- 5 Free registrations
- Logo on photo booth photo template
- Recognition / mention on stage

## 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
- Logo on participant shirt
- Brand activation at event (tent and power provided)
- 5 Free registrations
- Logo on photo booth photo template

\* Presenting sponsor benefits are customizable.

Further event details can be found at:

[hamiltonhealth.ca/strides](http://hamiltonhealth.ca/strides)

## Bronze Sponsor \$5,000

- Logo on event website with hyperlink
- Logo on select marketing materials (posters, brochures etc.)
- Logo on Foundation website on home page, leading up to event
- Social media promotion including plan for sponsor social media engagement
- Logo on event day sponsor signage
- Company name on participant attire
- Brand activation at event (Tent / power not provided)

## Milestone Sponsor \$2,500

- Name on event website
- Name on select marketing materials (posters, brochures etc.)
- Name on event day sponsor signage
- Brand activation at event (Tent / power not provided)

## Community Sponsor \$1,000

- Name on event website
- Name on select marketing materials (posters, brochures etc.)
- Name on event day sponsor signage

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



Photos: Glen Cuthbert

To confirm your sponsorship, please contact:

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



Benefit / Category	Presenting	Gold	Silver	Bronze	Milestone	Community
# of Sponsorships available	1	2	3	5	Unlimited	Unlimited
Logo integrated into event signature	Yes					
Sponsor delegate to make presentation or bring greetings	Yes					
Name on medal ribbon	Yes					
Recognition/mention on stage	Yes	Yes	Yes			
Recognition in media release	Yes	Yes	Yes			
Free registrations	10	5	5			
Permanent recognition on donor wall in hospital	Yes	Yes	Yes			
Logo on photo booth photo template	Yes	Yes	Yes			
Social media promotion including plan for sponsor social media engagement	Yes	Yes	Yes	Yes		
Brand activation at event	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	Name	Name
Logo or name on event website	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	Select	Select	Select
<b>Investment</b>	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>



# Strides FOR THE GENERAL 2019

SINCE 2011, MORE THAN  
**\$1,084,550**  
 HAS BEEN RAISED FOR  
**HAMILTON GENERAL  
 HOSPITAL FOUNDATION**  
**VIA STRIDES FOR THE GENERAL**

## Every contribution makes a vital difference.

Some of the equipment that has been funded by *Strides For The General* includes:

- Vital sign monitors
  - Bariatric bed
  - BiPAP machine
  - Defibrillators
  - A bladder scanner
- Transcranial Doppler Ultrasound machine
  - Ultrasound machines
  - Electrocardiography machines
- A variety of specialized wheelchairs
- **And so much more!**

*The run was great. It's cool seeing everyone having a good time. I was in a tough situation and Hamilton General Hospital did a lot for me to help me get better, so I really want to give back to them for what they've done for me. It's a great day. All the funds go to a great cause.*

- *Strides For The General* attendee



**SEPTEMBER 14, 2019**  
[hamiltonhealth.ca/strides](http://hamiltonhealth.ca/strides)

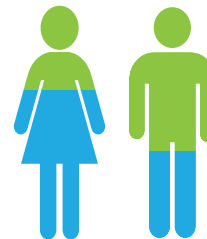
## Strides For The General EVENT PROFILE \*



**550**  
Attendees



Attended from Hamilton to Niagara and from Brantford to the GTA



**69%**  
Female  
**31%**  
Male



**\$81.36**  
Average online donation



**69%**  
Participated on fundraising teams



**21**  
Sponsors

### Followers

1.5K 1.9K

### Marketing Campaign

• TV • Radio • Print • Digital