

# SPONSORSHIP OPPORTUNITIES

SEPTEMBER 10-19, 2020

*10 days to walk or run to celebrate 10 years of Strides!*



## LACE UP YOUR RUNNING SHOES FOR **STRIDES FOR THE GENERAL**

— CELEBRATING 10 YEARS —

*Strides For The General* raises awareness and funds for Hamilton General Hospital Foundation.

Communities across the region rally together in support of specialized cardiac and vascular care, trauma and burn treatment, neurosciences and stroke care, and rehabilitation programs.

We invite you to join our supporters by confirming your sponsorship today!

### WHAT HAPPENS AT THE VIRTUAL *STRIDES FOR THE GENERAL*?

Participants take part in a 5 km walk, 5 km or 10 km run within their community while abiding by safe physical distancing measures. Runners can submit their race times online and walkers have the option to participate in the scavenger hunt. All participants have the option to nominate a frontline worker (from any industry) to be recognized on our virtual "Wall of Thanks".

### HOW DOES YOUR SUPPORT MAKE A VITAL DIFFERENCE?

Since 2011, *Strides For The General* has raised more than \$1.2 million to purchase vital medical equipment, such as an electrocardiography machine, several ultrasound machines and so much more. Through your sponsorship, team participation or commitment as a volunteer, you can make a vital difference for patients and families who rely on the specialized care at Hamilton General Hospital, including the Regional Rehabilitation Centre.

[HAMILTONHEALTH.CA/STRIDES](https://HAMILTONHEALTH.CA/STRIDES)

# SPONSORSHIP OPPORTUNITIES



## PRESENTING SPONSOR\* \$25,000

- Logo integrated into event signature
- Logo on website
- Logo on eblast
- Opportunity to place item in participant race kit
- Personalized thank you message on event Facebook page
- Personalized thank you message on LinkedIn
- Company logo on apparel (facemask or hat)
- Social media takeover (one day)
- 10 free registrations
- Logo on certificate of appreciation sent to all frontline nominees
- Sponsor video message in one eblast
- Permanent recognition on donor wall in hospital

## GOLD SPONSOR \$15,000

- Logo on website
- Logo on eblast
- Opportunity to place item in participant race kit
- Personalized thank you message on event Facebook page
- Personalized thank you message on LinkedIn
- Social media takeover (one day)
- 5 free registrations
- Logo on certificate of appreciation sent to all frontline nominees
- Sponsor video message in one eblast
- Permanent recognition on donor wall in hospital

## SILVER SPONSOR \$10,000

- Logo on website
- Logo on eblast
- Opportunity to place item in participant race kit
- Personalized thank you message on event Facebook page
- Social media takeover (one day)
- Personalized thank you message on LinkedIn
- Sponsor video message in one eblast
- 5 free registrations
- Logo on certificate of appreciation sent to all frontline nominees
- Permanent recognition on donor wall in hospital

## BRONZE SPONSOR \$5,000

- Logo on website
- Logo on eblast
- Opportunity to place item in participant race kit
- Personalized thank you message on event Facebook page
- Shared thank you message on LinkedIn
- Logo on certificate of appreciation sent to all frontline nominees

## MILESTONE SPONSOR \$2,500

- Logo on website
- Logo on eblast
- Opportunity to place item in participant race kit
- Personalized thank you message on event Facebook page

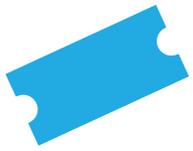
## COMMUNITY SPONSOR \$1,000

- Logo on website
- Logo on eblast
- Opportunity to place item in participant race kit
- Shared thank you on event Facebook page



*\*Presenting sponsor benefits are customizable*  
Sponsors will be integrated into pre-event promotional efforts, based on timing of commitment.

# STRIDES FOR THE GENERAL EVENT PROFILE\*



550

Attendees

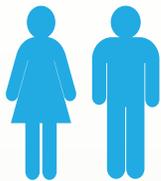


60

Volunteers



Attended from Hamilton  
to Niagara and from  
Brantford to the GTA



63%

Female

37%

Male



64%

Participated on  
fundraising teams



\$67.17

Average online  
donation

87%

○ Adults

13%

● Under 18



23

Sponsors

## Marketing Campaign



• TV



• Radio



• Print



• Digital

## Followers



2.8K



2.7K



“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.”

- Strides For The General attendee

\*2019 DATA

## CONFIRM YOUR SPONSORSHIP TODAY!

Milaina Wright, Special Event & Sponsorship Officer  
Hamilton Health Sciences Foundation  
905-521-2100 ext. 76787  
wrightmila@hsc.ca  
hamiltonhealth.ca/strides



Photos courtesy of Glen Cuthbert Photography

Benefit / Category	Presenting*	Gold	Silver	Bronze	Milestone	Community
Number of sponsorships available	1	2	3	5	Unlimited	Unlimited
Logo integrated into event signature	Yes					
Company logo on apparel (facemask or hat)	Yes					
Free registrations	10	5	5			
Sponsor video message in one eblast	Yes	Yes	Yes	Yes		
Permanent recognition on donor wall in hospital	Yes	Yes	Yes			
Social Media Takeover (one day)	Yes	Yes	Yes			
Logo on certificate of appreciation sent to all frontline nominees	Yes	Yes	Yes	Yes		
Personalized thank you message on LinkedIn	Yes	Yes	Yes			
Shared thank you message on LinkedIn				Yes		
Personalized thank you message on event Facebook page	Yes	Yes	Yes	Yes	Yes	
Shared thank you message on event Facebook page						Yes
Opportunity to place item in participant race kit	Yes	Yes	Yes	Yes	Yes	Yes
Logo on event website	Yes	Yes	Yes	Yes	Yes	Yes
Logo on eblast	Yes	Yes	Yes	Yes	Yes	Yes
<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>



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