



# SPONSORSHIP OPPORTUNITIES

JUNE 6, 2020  
BAYFRONT PARK, HAMILTON



## BE A PART OF THE MAGIC AND FUN OF **MACKIDS WALK & WHEEL!**

*MacKids Walk & Wheel* raises awareness and funds for McMaster Children's Hospital Foundation. Communities across the region rally together in support of McMaster Children's Hospital, including Ron Joyce Children's Health Centre. We invite you to join our supporters by confirming your sponsorship today!

### WHAT HAPPENS AT MACKIDS WALK & WHEEL?

Young children take part in the *Tikes on Trikes* bike ride, older children take part in the *Wonders on Wheels* bike ride and families take part in the all-ages *Trailblazers Walk*. Other family-friendly attractions, such as the *Teddy Bear Hospital*, inflatable bouncers and a photo booth, keep everyone entertained!

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

Since 2012, *MacKids Walk & Wheel* has raised more than \$1.4 million to support the highest priority needs of the Hospital. Through your sponsorship, team participation or commitment as a volunteer, you can make a vital difference for children and youth who rely on the specialized care at McMaster Children's Hospital, including Ron Joyce Children's Health Centre.

[HAMILTONHEALTH.CA/WALKANDWHEEL](https://hamiltonhealth.ca/walkandwheel)

# SPONSORSHIP OPPORTUNITIES



## PRESENTING SPONSOR\* \$25,000

- Logo integrated into event signature, on event website and on marketing materials
- Recognition in media release
- Social media promotion including plan for 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/bring greetings
- Name on medal ribbon
- Logo on photo booth template

## PLATINUM SPONSOR \$20,000

- Official sponsor of the *Teddy Bear Hospital*
- Logo on event website and on marketing materials
- Recognition in media release
- Social media promotion including plan for 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

## GOLD SPONSOR \$15,000

- Official sponsor of *Trailblazer Walk, Tikes on Trikes* or *Wonders on Wheels*
- Logo on event website and on marketing materials
- Recognition in media release
- Social media promotion including plan for 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

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

## SILVER SPONSOR \$10,000

- Logo on event website and on marketing materials
- Social media promotion including plan for 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
- Logo on select marketing materials
- Social media promotion including plan for engagement
- Logo on event day sponsor signage
- Opportunity to place item in swag bag
- Name on participant shirt
- Brand activation at event (tent/power not provided)

## MILESTONE SPONSOR \$2,500

- Logo on event website
- Name on select marketing materials
- Name on event day sponsor signage
- Opportunity to place item in swag bag
- Brand activation at event (tent/power not provided)

## COMMUNITY SPONSOR \$1,000

- Logo on event website
- Name on select marketing materials
- Name on event day sponsor signage
- Opportunity to place item in swag bag



Benefit / Category	Presenting*	Platinum	Gold	Silver	Bronze	Milestone	Community
Number of sponsorships available	1	1	3	3	5	Unlimited	Unlimited
Name	Presenting	Teddy Bear Hospital	Trailblazer Walk, Wonders on Wheels, Tikes on Trikes				
Logo integrated into event signature	Yes						
Sponsor delegate to bring greetings	Yes		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 on event website	Logo	Logo	Logo	Logo	Logo	Logo	Logo
Logo or name on marketing materials (posters, brochures etc.)	All	All	All	All	Select	Select	Select
<b>Investment</b>	<b>\$25,000</b>	<b>\$20,000</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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[HAMILTONHEALTH.CA/WALKANDWHEEL](http://HAMILTONHEALTH.CA/WALKANDWHEEL)

# MACKIDS WALK & WHEEL EVENT PROFILE\*



**1100**  
Attendees

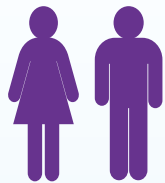
**65**  
Volunteers



Attended from Hamilton to Niagara and from Brantford to the GTA

“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!”

- MacKids Walk & Wheel attendee



**63%**  
Female  
**37%**  
Male



**\$71.20**  
Average online donation



**87%**  
Participated on fundraising teams



**25**  
Sponsors

## Marketing Campaign

• TV  
 • Radio  
 • Print  
 • Digital

## Followers

2.8K  
 2.7K

\*2019 DATA

## CONFIRM YOUR SPONSORSHIP TODAY!

Milaina Wright, Special Event & Sponsorship Officer  
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hamiltonhealth.ca/walkandwheel



Photos courtesy of Carole & Roy Timm Photography