



# SPONSORSHIP OPPORTUNITIES

JUNE 4–13, 2021  
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!

### **MACKIDS WALK & WHEEL - CHOOSE YOUR OWN ADVENTURE**

Participants of the 2021 virtual *MacKids Walk & Wheel* have the opportunity to choose their own adventure by committing to walk or wheel a specific distance or time from June 4–13. Choose to walk 7 km (the distance from Ron Joyce Children's Health Centre to McMaster Children's Hospital) or choose to ride for four hours (the average length of a hemodialysis treatment). Participants can customize their adventure to a personal challenge or in honour of a patient.

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

Since 2012, *MacKids Walk & Wheel* has raised more than \$1.5 million to support the highest priority needs of the Hospital. Through your sponsorship or virtual participation, 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**

## **TEDDY BEAR HOSPITAL SPONSOR \$20,000**

- Identified as Teddy Bear Hospital Sponsor
- Up to 2 organizational representatives in attendance during the distribution of Teddy Bears (properly masked and socially distanced)
- Recognition in each video segment
- Recognition in take home kit (Bear ID sticker and adoption certificate to include sponsor recognition, as well as on the outside of the take home kit)
- Inclusion in Facebook Live Event on June 5
- Logo on website and eblasts
- Social media takeover (1 day)
- Personalized thank you message on event Facebook page and on LinkedIn
- Sponsor video (supplied) included in eblast
- Permanent recognition on donor wall in hospital

## **GOLD SPONSOR \$15,000**

- Logo on website
- Logo on eblast
- Personalized thank you message on event Facebook page
- Personalized thank you message on LinkedIn
- Social media takeover (1 day)
- Sponsor video message in eblast
- Permanent recognition on donor wall in hospital

## **SILVER SPONSOR \$10,000**

- Logo on website
- Logo on eblast
- Personalized thank you message on event Facebook page
- Personalized thank you message on LinkedIn
- Permanent recognition on donor wall in hospital

## **BRONZE SPONSOR \$5,000**

- Logo on website
- Logo on eblast
- Personalized thank you message on event Facebook page
- Shared thank you message on LinkedIn

## **MILESTONE SPONSOR \$2,500**

- Logo on website
- Logo on eblast
- Personalized thank you on event Facebook page

## **COMMUNITY SPONSOR \$1,000**

- Logo on website
- Logo on eblast
- 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.

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Benefit / Category	Presenting*	Teddy Bear Hospital**	Gold	Silver	Bronze	Milestone	Community
Number of sponsorships available	1	1	2	3	5	Unlimited	Unlimited
Logo integrated into event signature	Yes						
Sponsor video message in one eblast	Yes	Yes	Yes				
Permanent recognition on donor wall in hospital	Yes	Yes	Yes	Yes			
Social Media Takeover (one day)	Yes	Yes	Yes				
Personalized thank you message on LinkedIn	Yes	Yes	Yes	Yes			
Shared thank you message on LinkedIn	Yes				Yes		
Personalized thank you message on event Facebook page	Yes	Yes	Yes	Yes	Yes	Yes	
Shared thank you message on event Facebook page	Yes						Yes
Logo on event website	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo on eblast	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<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>

\*Presenting sponsor benefits are customizable.

\*\*See first page for unique sponsor benefits.

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