



SPONSORSHIP OPPORTUNITIES

SEPTEMBER 17–26, 2021



STRIDES FOR HEALTH CARE HEROES **10 DAYS TO WALK OR RUN**

Strides For The General – but with a twist! As 2021 is a year like no other, we're shaking things up and temporarily rebranding as *Strides for Health Care Heroes*. This temporary new name captures the *Strides* our community will take to show their immense appreciation and support for the amazing health care heroes working tirelessly at Hamilton General Hospital, the Regional Rehabilitation Centre and St. Peter's Hospital. We invite you to join our supporters by confirming your sponsorship today!

WHAT HAPPENS AT THE VIRTUAL *STRIDES FOR HEALTH CARE HEROES*?

Participants take part in a 5 km walk, 5 km run or 10 km run within their community while following local public health guidelines.

HOW DOES YOUR SUPPORT MAKE A VITAL DIFFERENCE?

Since 2011, *Strides For The General* has raised more than \$1.3 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, and St. Peter's Hospital.

[HAMILTONHEALTH.CA/STRIDES](https://hamiltonhealth.ca/strides)

SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR* \$25,000

- Logo integrated into event signature
- Logo on website
- Logo on eblast
- Personalized Sponsor Profile in an Eblast
- Sponsor video message in one eblast (supplied)
- Personalized thank you message on event Facebook page
- Personalized thank you message on LinkedIn
- Social media takeover (one day)
- Permanent recognition on donor wall in hospital

GOLD SPONSOR \$15,000

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

SILVER SPONSOR \$10,000

- Logo on website
- Logo on eblast
- Personalized Sponsor Profile in an 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 Sponsor Profile in an 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 message 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.

SPONSORSHIP OPPORTUNITIES



Benefit / Category	Presenting*	Gold	Silver	Bronze	Milestone	Community
Number of sponsorships available	1	2	3	5	Unlimited	Unlimited
Logo integrated into event signature	Yes					
Personalized Sponsor Profile in an Eblast	Yes	Yes	Yes	Yes		
Sponsor video message in one eblast (supplied)	Yes	Yes				
Permanent recognition on donor wall in hospital	Yes	Yes	Yes			
Social Media Takeover (one day)	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
Logo on event website	Yes	Yes	Yes	Yes	Yes	Yes
Logo on eblast	Yes	Yes	Yes	Yes	Yes	Yes
Investment	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000

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