



SPONSORSHIP OPPORTUNITIES

SEPTEMBER 17, 2022 at Bayfront Park, Hamilton



LACE UP FOR STRIDES

Strides raises awareness and funds for Hamilton General Hospital Foundation and St. Peter's Hospital Foundation. Communities across the region rally together in support of specialized cardiac and vascular care, trauma and burn treatment, neurosciences, stroke care, rehabilitation programs, and much more. We invite you to join our supporters by confirming your sponsorship today!

WHAT HAPPENS AT STRIDES?

Participants take part in a 5 km walk or a timed 5 km run. Upon completion, lunch options are available, there is live entertainment, and family and friends can enjoy other fun activities taking place throughout the event village.

HOW DOES YOUR SUPPORT MAKE A VITAL DIFFERENCE?

Since 2011, Strides has raised more than \$1.4 million to purchase vital medical equipment, such as an electrocardiography machine, several ultrasound machines, an extracorporeal membrane oxygenation machine (ECMO) machine and so much more. Through your sponsorship, 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, as well as St. Peter's Hospital.

GOSTRIDES.CA



SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR* | \$25,000

- Exclusivity as Presenting Sponsor
- Logo integrated into event signature
- Logo on event website and relevant email communications
- Logo on relevant print marketing materials
- Logo on photo booth template at event
- Opportunity to provide a quote and photo for a sponsor profile in one pre-event email (50-100 words)
- Recognition in pre- and post- event media releases
- Permanent recognition on donor wall in Hamilton General Hospital
- Logo on relevant event day sponsor signage
- Logo on participant shirts and medal ribbons
- Opportunity for sponsor to provide branded swag bags and place items in bags
- Brand activation on site at event (tent/power provided - activation can be customized)
- Opportunity to bring raffle item and hold prize draw on site at event
- 20 free registrations to event (code provided)
- Sponsor delegate to make presentation or to bring greetings at event
- Two exclusive, organic social media posts across all HHSF channels with audience of 16,000+:
 1. Pre-event introduction of Presenting Sponsor
 2. Post-event thank you to Presenting Sponsor
- Sponsor featured through event promotion with TV and Radio media partners

Platinum Sponsor | \$20,000

- Logo on event website and relevant email communications
- Logo on relevant print marketing materials
- Logo on photo booth template at event
- Opportunity to provide a quote and photo for a sponsor profile in one pre-event email (50-100 words)
- Recognition in pre- and post- event media releases
- Permanent recognition on donor wall in Hamilton General Hospital
- Logo on relevant event day sponsor signage
- Logo on participant shirts
- Opportunity to place item in swag bag (if applicable)
- Brand activation on site at event (tent/power provided, customization available)
- 15 free registrations to event (code provided)
- Two exclusive, organic social media posts across all HHSF channels with audience of 16,000+:
 1. Pre-event introduction of Platinum Sponsor
 2. Post-event thank you to Platinum Sponsor

Gold Sponsor | \$15,000

- Logo on event website and relevant email communications
- Logo on relevant print marketing materials
- Opportunity to provide a quote and photo for a sponsor profile in one pre-event email (50-100 words)
- Permanent recognition on donor wall in Hamilton General Hospital
- Logo on relevant event day sponsor signage
- Logo on participant shirts
- Opportunity to place item in swag bag (if applicable)
- Brand activation on site at event (tent/power provided, customization available)
- 10 free registrations to event (code provided)
- Two exclusive, organic social media posts across all HHSF channels with audience of 16,000+:
 1. Pre-event introduction of Gold Sponsor
 2. Post-event thank you to Gold Sponsor

*Presenting Sponsor benefits are customizable.

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



SPONSORSHIP OPPORTUNITIES



Silver Sponsor | \$10,000

- Logo on event website and relevant email communications
- Logo on relevant print marketing materials
- Permanent recognition on donor wall in Hamilton General Hospital
- Logo on relevant event day sponsor signage
- Logo on participant shirts
- Opportunity to place item in swag bag (if applicable)
- Brand activation on site at event (tent/power provided)
- 5 free registrations to event (code provided)
- Two organic social media posts across all HHSF channels with audience of 16,000+:
 1. Pre-event introduction of Silver Sponsor, together with Bronze Sponsor
 2. Post-event thank you to Silver Sponsor, together with Bronze Sponsor

Bronze Sponsor | \$5,000

- Logo on event website and relevant email communications
- Logo on relevant print marketing materials
- Logo on relevant event day sponsor signage
- Brand activation on site at event (tent provided)
- Two organic social media posts across all HHSF channels with audience of 16,000+:
 1. Pre-event introduction of Bronze Sponsor, together with Silver Sponsor
 2. Post-event thank you to Bronze Sponsor, together with Silver Sponsor

Milestone Sponsor | \$2,500

- Sponsor name on event website
- Sponsor name on relevant email communications
- Sponsor name on relevant print marketing materials and event day sponsor signage
- Brand activation on site (tent/power not provided)
- Mention in post-event, organic social media post thanking Milestone and Community Sponsors across all HHSF social channels with a reach of 16,000+



Community Sponsor | \$1,000

- Sponsor name on event website
- Sponsor name on relevant print marketing materials and event day sponsor signage
- Mention in post-event, organic social media post thanking Milestone and Community Sponsors across all HHSF social channels with a reach of 16,000+



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