



ILLUMINIGHT

SPONSORSHIP OPPORTUNITIES

OCTOBER 1, 2022

Illuminight raises awareness and funds for Juravinski Hospital and Cancer Centre Foundation. This campaign to "Shine a Light on Cancer" kicks off with five inspiring stories about cancer patients, followed by a walk and fall-themed festival at F.H. Sherman Recreation and Learning Centre featuring unique entertainment and light installations.

HOW DOES YOUR SUPPORT MAKE A VITAL DIFFERENCE?

Since 2018, ***Illuminight*** has raised more than \$500,000 to support the highest-priority needs of the Cancer Program at Juravinski Hospital and Cancer Centre. Through your sponsorship, you make a vital difference for patients and families who rely on the specialized cancer care at Juravinski Hospital and Cancer Centre.

"It's fun and inspiring to see people from communities throughout the region come together for this great cause. We've been proud to fundraise for Illuminight every year."

- Shannon Revill, The Jersey Girls
2021 Illuminight Ambassador

HAMILTONHEALTH.CA/ILLUMINIGHT

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 image template
- Opportunity to provide a quote and photo for a sponsor profile in one pre-event email (100-150 words)
- Recognition in pre- and post-event media releases
- Permanent recognition on donor wall in hospital (JHCC)
- Logo on relevant event day sponsor signage
- Opportunity for sponsor to provide branded swag bags and place items in swag bags
- Brand activation on site at event (tent provided - activation can be customized)
- Opportunity to bring raffle item and hold prize draw on-site at event
- Sponsor delegate to make presentation or to bring greetings at event
- 20 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 Presenting Sponsor
 2. Post-event thank you to Presenting Sponsor
- Sponsor featured through event promotion with TV and radio media partners for cancer campaign

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 (100-150 words)
- Recognition in pre- and post- event media releases
- Permanent recognition on donor wall in hospital (JHCC)
- Logo on relevant event day sponsor signage
- Opportunity to place item in swag bag (if applicable)
- Brand activation on site at event (tent 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 (100-150 words)
- Permanent recognition on donor wall in hospital (JHCC)
- Logo on relevant event day sponsor signage
- Opportunity to place item in swag bag (if applicable)
- Brand activation on site at event (tent 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

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 hospital (JHCC)
- Logo on relevant event day sponsor signage
- Opportunity to place item in swag bag (if applicable)
- Brand activation on site at event (tent 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 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+



Thank you for your consideration of support. Sponsors will be integrated into pre-event promotional efforts, based on timing of commitment.