



11TH ANNUAL

GREAT PUMPKIN RUN WALK 5K 1K

OCTOBER 22, 2017

SPONSORSHIP OPPORTUNITIES



**PEACE ARCH
HOSPITAL
FOUNDATION**

15521 Russell Avenue
White Rock, BC V4B 2R4
T 604.535.4520
F 604.541.5820

🐦 pahfoundation
📘 peacearchfoundation
pahfoundation.ca

GREAT PUMPKIN RUN WALK 2017



THE CAUSE

To raise funds for an all-abilities, all-ages playground at Centennial Park in White Rock.

THE FACTS

With a focus on making White Rock/South Surrey the healthiest community possible, Peace Arch Hospital Foundation is building an exciting new 14,000+ square foot playground in partnership with the City of White Rock and White Rock Fire Fighters Charity Association. This playground will be designed for all ages to get outside, enjoy being active in nature, and will be completely accessible for all levels of ability, including walkers, wheelchairs, strollers and scooters.

THE OPPORTUNITY

- Be recognized as a health care champion, making a difference in our community
- Excellent opportunity for your business to be profiled in pre- and post -event marketing

THE RUN WALK

- A great community event that attracts all ages
- 1K walk or run, and 5k walk or run
- Date/Time:
Sunday, October 22nd, 2017: 8am – 11am
- Venue:
Bayview Park, White Rock
- Goal: 1,500+ participants, \$130,000 raised, and 100+ volunteers
- Event to include Fairgrounds that will feature the following:
 - live music
 - food and beverage samples
 - interactive displays
 - children's activities

"HEALTH IS OUR GREATEST WEALTH" RALPH WALDO EMERSON

2017 SPONSORSHIP OPPORTUNITIES

RECOGNITION OPPORTUNITIES	TITLE SPONSOR	ZONE SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Cash Contribution	\$15,000 (*Only one available)	\$7,500 (*Only two available)	\$5,000 (limited availability)	\$2,500	\$1,000
Level Exclusive Logo: Your company name or logo aligned with event logo on all marketing material	✓	–	–	–	–
Opportunity to speak at the event	✓	✓	–	–	–
Presentation of an award/prize on event day (CASH SPONSORS ONLY)	✓	✓	–	–	–
Recognition in weekly Peace Arch News Ad	Level exclusive logo	Prominent zone logo	Logo	Logo	Name
Sponsorship highlighted in 1/4 page advertisement in Peace Arch News (CASH SPONSORS ONLY)	2 x Quarter-page ad	1 x Quarter-page ad	1 x Quarter-page ad	–	–
Recognition on hanging street banner (corner of 16th Ave and 152nd St) For inclusion logo must be received by October 2, 2017	Level exclusive logo	Prominent zone logo	Logo	Logo	Name
Recognition on White Rock Pier Head banner For inclusion logo must be received by September 15, 2017	Level exclusive logo	Prominent zone logo	Logo	Logo	Name
Announcement on Social Media: Twitter and/or Facebook	✓	✓	✓	–	–
Opportunity to use official event photos in corporate communications – upon request	✓	✓	✓	✓	✓
Recognition on event t-shirts For inclusion logo must be received by September 15, 2017	Level exclusive logo	Prominent zone logo	Logo	Logo	–
Opportunity to set up a display and creatively promote your business in the Fairgrounds (sponsor to provide banner)	Tent provided upon request	Tent provided upon request	Tent provided upon request	Tent provided upon request	–
Recognition embedded in footer of emails sent to all volunteers and race participants (past and new: approx. 2000) For inclusion logo must be received by October 2, 2017	Level exclusive logo	Prominent zone logo	Logo	Logo	Name
Recognition on event-day signage For inclusion logo must be received by October 13, 2017	Level exclusive logo	Prominent zone logo	Logo	Logo	Name
Recognition on event billboards (x4) at Peace Arch Hospital (Aug – Oct 27) For inclusion logo must be received by August 11, 2017	Level exclusive logo	Prominent zone logo	Logo	Logo	Name
Recognition in pre- and post-event advertisements in the Peace Arch News including Thank You advertisement	Level exclusive logo	Prominent zone logo	Logo	Logo	Name
Recognition on event website with link to your business website	Level exclusive logo	Prominent zone logo	Logo	Logo	Logo
Recognition in Thrive Magazine issued July 2018	Name	Name	Name	Name	Name
Certificate of Appreciation for displaying in business	✓	✓	✓	✓	✓
Invitation to attend VIP tour of Hospital (Date to be confirmed)	✓	✓	✓	✓	✓
Use of signature "Proud Supporter of Peace Arch Hospital Foundation" through to March 31, 2018 – graphic to be provided	✓	✓	✓	✓	✓

Please note the following deadlines:

- Friday, August 4: Inclusion in marketing materials
- Friday, October 13: Inclusion on event-day signage

Logo size and placement prominence will be based on sponsorship level (eg Title Sponsor will be the largest size and placed at the top and/or first in the list)

*Please Note: The exclusive Title Sponsorship opportunity is available to just ONE business that will enjoy top recognition. Sponsorship levels will be confirmed upon receipt of signed sponsorship agreement, graphics and payment being submitted.

GREAT PUMPKIN RUN WALK 2017



SPONSOR AGREEMENT FORM

SPONSOR INFORMATION

Company Name
(As it should appear on print materials and in donor recognition)

Main contact for sponsorship and Run Walk correspondence:

Dr. Mr. Mrs. Ms. Miss First Last

Job Title:

Address:

City/Prov: Postal Code: Phone:

E-mail:

Website: Social Media Handle(s):

Contact for Thank You letters – if different from above Same as above

Dr. Mr. Mrs. Ms. Miss First Last

Job Title:

SPONSORSHIP DETAILS Please check the appropriate box(es)

- | | | |
|--|---|--|
| <input type="checkbox"/> Title Sponsor \$15,000 | <input type="checkbox"/> Gold Sponsor \$5,000 | <input type="checkbox"/> Day-of Sponsorships
(see detailed list): |
| <input type="checkbox"/> Zone Sponsor \$7,500 check one: | <input type="checkbox"/> Silver Sponsor \$2,500 | |
| <input type="checkbox"/> Kids Zone Sponsor OR | <input type="checkbox"/> Bronze Sponsor \$1,000 | |
| <input type="checkbox"/> Fairgrounds Sponsor | <input type="checkbox"/> Gift-in-Kind Sponsorship | |

GIFT-IN-KIND SPONSORSHIP (Product or service)

Please provide an accurate description to properly describe and publicize your in-kind sponsorship.

.....
..... Value: \$

IMPORTANT: This exclusive sponsorship opportunity is secured on a first-come, first-served basis. Please sign below to confirm your support for Peace Arch Hospital Foundation's 2017 Great Pumpkin Run Walk. Please submit payment in full and email your logo in the highest resolution available (eps, jpg, tif) before specified deadline (see sponsorship grid). After this date we cannot guarantee inclusion in marketing materials.

Signature: Date:

Cheque Enclosed Please invoice

PLEASE RETURN YOUR SPONSOR REPLY FORM AND PAYMENT TO:

Amy O'Leary, Philanthropy Officer
Peace Arch Hospital Foundation
15521 Russell Avenue, White Rock, BC V4B 2R4

Phone: 604.535.4520 Fax: 604.541.5820
Email: amy@pahfoundation.ca
Charity Number: 12731 1348 RR0001

FOR OFFICE USE ONLY: