



# GREAT PUMPKIN RUN WALK 5K 1K OCTOBER 2018

SPONSORSHIP OPPORTUNITIES



**PEACE ARCH  
HOSPITAL  
FOUNDATION**

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🐦 pahfoundation  
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# GREAT PUMPKIN RUN WALK 2018



## THE CAUSE

To raise funds for programs and initiatives that ensure White Rock and South Surrey is the healthiest community possible.

## THE FACTS

With a focus on making White Rock and South Surrey the healthiest community possible, Peace Arch Hospital Foundation is committed to supporting a variety of projects that keep our community active, healthy and out of the hospital. This year, we're raising funds for our new all-abilities and all-ages playground, in partnership with the City of White Rock, opening this summer in Centennial Park.

## 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 21, 2018: 8am – 11am**
- Venue:  
**Bayview Park, White Rock**
- Goal: 1,500+ participants, \$100,000 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

## 2018 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	–	–
Announcement on Social Media: Twitter and/or Facebook	✓	✓	✓	–	–
Opportunity to use official event photos in corporate communications – upon request	✓	✓	✓	✓	✓
Recognition on event t-shirts	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)	Level exclusive logo	Prominent zone logo	Logo	Logo	Name
Recognition on event-day signage	Level exclusive logo	Prominent zone logo	Logo	Logo	Name
Recognition on event billboards (x4) at Peace Arch Hospital	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 2019	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, 2019 – graphic to be provided	✓	✓	✓	✓	✓

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 2018



## 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<br>(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 2018 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:

Lindsay Bennett, Special Events Officer  
Peace Arch Hospital Foundation  
15521 Russell Avenue, White Rock, BC V4B 2R4

Phone: 604.542.3172 Fax: 604.541.5820  
Email: lindsay@pahfoundation.ca  
Charity Number: 12731 1348 RR0001

FOR OFFICE USE ONLY: