



Sunday, May 3, 2020

2020 Sponsorship Package

Date: Sunday, May 3, 2020

Location: 99 Wayne Gretzky Parkway

Info & updates: stedmanhike.ca

The 16th Annual Hike for Hospice is an afternoon full of fun-filled activities for the whole family, while raising much needed funds to support programs and services provided to end-of-life patients and their families at Stedman Community Hospice. Last year, this family fun event attracted nearly 2,000 participants!

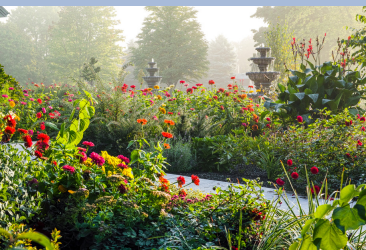
What happens at Hike For Hospice ?

The energy at Hike for Hospice is like no other! The day kicks off with a moving Celebration of Life Ceremony, followed by words of inspiration and encouragement from our keynote speakers. A fun and lighthearted warm-up gets the crowd ready to hike, all the while surrounded by family-friendly games and activities, including large inflatables and photo booth. A light lunch and thirst-quenching refreshments is provided to all registered participants. The inspiring 1-5 km walk around the Stedman Community Hospice grounds is led by the high energy music of the Brantford Pipes & Drums Band as friends, family and other Hospice supporters cheer one another on as they walk, jog or run in memory of those they have loved and lost.

About Stedman Community Hospice

Stedman Community Hospice is a 10-bed residential Hospice. We are committed to improving the quality of life for thousands of terminally ill patients and their families each year, free of charge. We endeavour to determine what is most important and meaningful to the individual, once the patient becomes aware that no heroic intervention is going to take away their terminal illness. We work tirelessly to ensure that our patients are provided the very best end-of-life care so that they and their loved ones can make the most of the time they have left together. We are a refuge from the day-to-day complications of illness, whether it's through our beautiful home-like facility, or, any number of our extensive programs and services.

We are recognized as a national model for our comprehensive approach to providing compassionate end-of-life care to patients, and quality support to families. At Stedman Community Hospice, we are inclusive. We are committed to helping all men, women and children regardless of age, race, religion, illness or socio-economic status.



2019

EVENT DEMOGRAPHICS

NUMBER OF PARTICIPANTS:

1,700 +



34% Male



66% Female



24% Children



Average Age
of Participants:

34 years



2019

MARKETING REACH

As one of Brantford's largest feel-good events of the year, the Hike for Hospice draws participants from all age groups throughout Brantford, Brant, Haldimand, Norfolk, Six Nations and New Credit. The following outlines the marketing reach achieved in 2019:

The 2019 Hike for Hospice was heavily promoted, utilizing print, radio and a number of social media platforms:

- www.stedmanhike.ca
- Dedicated email blasts to our donors
- Spring Newsletter to 11,000 households
- Digital version in flipbook version of Spring Newsletter made available on both the Hike and Hospice websites
- Social media (Twitter, Facebook and Instagram)
- Brantford Expositor ads
- Digital and vinyl billboards
- Live radio broadcast on event day
- Post-event photo gallery is shared on social media and website

WEBSITE PRESENCE

Hike for Hospice has a dedicated website (www.stedmanhike.ca) where all donors, Hike participants, team captains and volunteers must visit in order to register for the event or donate. In 2019, the Hike for Hospice website had thousands of views. Sponsors logos with hyperlinks to their sites are included on the site as part of the marketing package and support.

SOCIAL MEDIA OUTREACH



As a sponsor, you will also benefit from Social Media outreach and marketing including dedicated Tweets, Facebook, and Instagram posts reaching an additional 6,000+ social media audience members based on targeted demographic data. Total reach (with shared posts) exceeded 100,000 views! Your social media team can leverage even greater reach by using Hashtag #2020HospiceHikeBrantford

Sponsorship Opportunities

Presenting \$25,000

- Hike Website
- Team entry fees waived
- Hike Day Signage
- Press Releases
- Social Media
- Media Promotions
- Hiker Pledge Forms
- Hike Posters
- Hiker T-Shirts
- Foundation Newsletter
- Email Blasts to our Donors
- Billboards

Platinum \$15,000

- Hike Website
- Team entry fees waived
- Hike Day Signage
- Press releases
- Social Media
- Media Promotions
- Hike Posters
- Hiker T-Shirts
- Foundation Newsletter
- Email Blasts to our Donors

Gold \$10,000

- Hike Website
- Team entry fees waived
- Hike Day Signage
- Press Releases
- Social Media
- Media Promotions
- Hike Posters
- Hiker T-Shirts

Silver \$5,000

- Hike Website
- Hike Day Signage
- Press Releases
- Social Media
- Media Promotions

Bronze \$2,500

- Hike Website
- Hike Day Signage
- Press Releases
- Social Media

Copper \$1,000

- Hike Website
- Hike Day Signage
- Social Media

Trail \$500

- Hike Website
- Hike Day Signage

Route \$250

- Hike Website

Canada Revenue Agency Definitions:

Sponsorship – when a business makes a donation to a charity and in return, receives advertising or promotion of its brand, products or services. As per Canada Revenue Agency (Policy CSP-S13), charitable tax receipts cannot be issued for sponsorships as they are not considered gifts. St. Joseph's Lifecare Foundation cannot issue a donation receipt where a corporation / business receives a material advantage such as promotion or advertising in return, BUT the corporation can claim the contribution as an advertising expense when provided with a business receipt from the Foundation.

Gift – a voluntary transfer of property without expectation of return or considerations. Charitable gifts are welcome and donors will be issued a tax-deductible receipt, but will not receive sponsorship benefits as noted above.

To qualify for inclusion on t-shirts and / or printed documents, media and giveaways, commitment must be received no later than March 15th, 2020.

