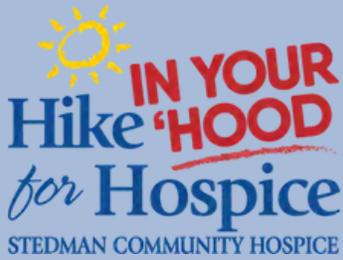





IN YOUR
Hike 'HOOD
for Hospice
 STEDMAN COMMUNITY HOSPICE

May 8 - 17, 2021

2021 Sponsorship Package



Dates: May 8th - 17th
Location: Your chosen trail or route
Info & updates: stedmanhike.ca

It's the 2021 reboot of Hike In Your 'Hood, back in the traditional May time slot of the Annual Hike for Hospice. Due to COVID-19 we will once again be presenting the event in virtual format. Our 2020 event, held last August, was an amazing success. Families can enjoy some quality time in the outdoors 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-friendly event raised over \$200,000 for the Hospice.

How is the virtual hike different?

Hike In Your Hood, because of its virtual format, can be done anywhere in the world! Participate from your neighbourhood or local trail in any city or town! Instead of gathering as a crowd for an afternoon, participants choose their own time to hike, bike, wheel or run. Instead of coming together in person, everyone comes together online via our Facebook page. How? You send us your best Hike photos and we'll post them on our Facebook page for everyone to view and enjoy! Our virtual photo contests are back again with great prizes for top photos! Fundraising also takes place online. Participants email friends or post on their social media page to let them know they are collecting pledges and provide a link to their page. Donations are made with Visa or Mastercard directly to the participant's personal campaign, through our secure payment gateway. The one thing that hasn't changed are the great prizes awarded to top fundraisers!

About Stedman Community Hospice

Stedman Community Hospice is a 10-bed residential Hospice. We are committed to improving the quality of life for terminally ill patients and their families each year, free of charge. 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.



2020

Marketing Reach

Our 2020 Virtual 'Hike In Your Hood' was a highly successful event, raising more than \$200,000 for Stedman Community Hospice. Event marketing occurred largely online through our social media platforms. In addition to frequent posts on our Facebook page with more than 6,000 followers, participants could create their personal fundraising page from stedmanhike.ca, and with a click of a mouse, have their campaign appear on their personal Facebook, Twitter or Instagram page, increasing the number of impressions by thousands!

Our wide-ranging marketing vehicles included:

- www.stedmanhike.ca
- Dedicated email blasts to our donors
- Spring Newsletter to 11,000 households
- Digital version of Spring Newsletter available on both the Hike and Hospice websites
- Social media (Twitter, Facebook and Instagram)
- A number of email blasts to registered participants with details on fundraising prizes, photo contests and helpful tips to make the most of their campaign
- posters and roadside signs

WEBSITE PRESENCE

Hike for Hospice has a dedicated website (stedmanhike.ca) where participating teams and individuals register, and where donations are made. A scrolling vertical sponsorship banner appears on the main page with a link to the sponsors' own website. In addition, the website includes a dedicated sponsor page listing all sponsors by their level of participation.

SOCIAL MEDIA REACH



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 120,000 views! Your social media team can leverage even greater reach by using Hashtag #2021HikeInYourHood.

Sponsorship Opportunities

Presenting \$25,000

- listed on Hike website as Presenting Sponsor with logo
- team entry fees waived
- logo on roadside signs (exclusive)
- *logo on press releases, Hike pledge forms, posters & t-shirts
- named as Presenting Sponsor on email blasts to donors and participants
- featured sponsor on Facebook during event
- post-event Facebook acknowledgement with logo

Platinum \$15,000

- *logo on Hike website, press releases, Hike t-shirts, pledge forms & email blasts
- team entry fees waived
- featured sponsor on Facebook during event
- post-event Facebook acknowledgement with logo

Gold \$10,000

- *logo on Hike website, press releases, Hike t-shirts & email blasts
- team entry fees waived
- post-event Facebook acknowledgement with logo

Silver \$5,000

- *logo on Hike website & press releases
- post-event Facebook acknowledgement with logo

Bronze \$2,500

- *logo on Hike website & press releases
- Post-event Facebook acknowledgement

Copper \$1,000

- *logo on Hike website
- Post-event Facebook acknowledgement

Trail \$500

- *logo on Hike website
- Post-event Facebook acknowledgement

Route \$250

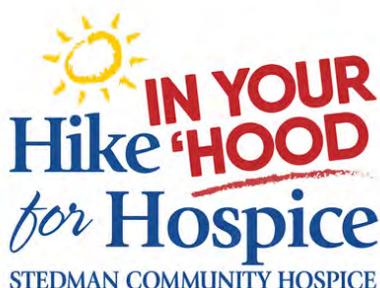
- *logo on Hike website
- Post-event Facebook acknowledgement

*Logo size dependent on sponsorship level.

NEW FOR 2021:

All sponsors have the opportunity to record a 30-second promotional video for social media.

Number of times video is posted is dependent on sponsorship level.



stedmanhike.ca