



PRESENTED BY
IONIC
technology group

For the Health of it

MAY 12, 2019

SUDBURYROCKS!!!
— RACE — RUN — WALK —

2019

In support of

 Health Sciences North
Foundation | Fondation
Horizon Santé-Nord

 Northern
Cancer
Foundation

Fondation
du Nord
en cancérologie

2019 SPONSORSHIP OPPORTUNITIES

Proceeds support local health care through Health Sciences North Foundation and the Northern Cancer Foundation.



SUDBURYROCKS!!! MARATHON SPONSORSHIP SUMMARY

	Presenting Sponsor	Expo Sponsor	Media Sponsor (in-kind)	Course Title Sponsor	Water Bottle Sponsor	Volunteer Sponsor	Kids Race Sponsor	Water Station Sponsor	Specialty Sponsor	Friend of Sudbury Rocks
Sponsorship Value	\$10,000	\$7,500	\$10,000	\$5,000	\$4,000	\$4,000	\$2,000	\$500	\$500	\$250
Speaking opportunity on Race Day and Media Launch	●									
Naming Rights (see Sponsorship Details)	●	●		●			●			
Space to set up corporate tent/display at Race Expo	●	●	●		●					
Corporate Banner on-site (see Sponsorship details)	●	●	●	●	●	●	●			
Logo placement on all printed promotional materials	●	●	●	●	●	●	●			
Included on media materials where possible	●	●	●	●	●	●	●			
Complimentary Tickets to Sponsor Dinner	8	4	4	4	4	4	4	2		
Verbal acknowledgement on Race Day	●	●	●	●	●	●	●	●	●	●

2019 SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - \$10,000+

Sponsor benefits

- Naming rights for the event (i.e. SudburyROCKS!!! Race, Run or Walk for the Health of It presented by YOUR BUSINESS)
- Presenting category logo placement on all printed materials (i.e. event posters, brochures, shirts, banners etc.)
- Included where possible on media materials including PSAs, ads, commercials and news releases
- Direct link from event website to sponsor website
- Speaking opportunity on the day of the event and at the event launch press conference
- First right of refusal
- Mention on Sudbury Rocks Marathon, Health Sciences North Foundation, and/or Northern Cancer Foundation social media
- Space to set up corporate tent/display at Race Expo
- Your corporate banner on site at the event, and various locations along the route
- 8 complimentary tickets to Sponsor Dinner
- Verbal acknowledgement on race day

Expo Sponsor - \$7,500+

Sponsor benefits

- Naming rights for the Race Expo
- Logo placement on all printed materials (i.e. event posters, brochures, shirts, banners etc.)
- Included where possible on media materials Including PSAs, ads, commercials and news releases
- Direct link from event website to sponsor website
- First right of refusal
- Mention on Sudbury Rocks Marathon, Health Sciences North Foundation, and/or Northern Cancer Foundation social media
- Space to set up corporate tent/display at Race Expo
- Your corporate banner on site at the expo, the event, and various locations along the route
- 4 complimentary tickets to Sponsor Dinner
- Verbal acknowledgement on race day



**Media Sponsor
\$10,000+ (In-Kind)**

Sponsor benefits

- Logo placement on all printed materials (i.e. event posters, brochures, shirts, banners etc.)
- Included where possible on media materials including PSAs, ads, commercials and news releases
- Direct link from event website to sponsor website
- First right of refusal
- Mention on Sudbury Rocks Marathon, Health Sciences North Foundation, and/or Northern Cancer Foundation social media
- Space to set up corporate tent/display at the Race Expo and on Race day (Live on location)
- Your corporate banner on site at the event, and various locations along the route
- 4 complimentary tickets to Sponsor Dinner
- Verbal acknowledgement on race day

**Course Title Sponsor
\$5,000+ (3 Available)
1/2 Marathon, 10 km or 5 Km**

Sponsor benefits

- Naming rights for your chosen course (i.e. 5km, 10 km)
- Logo placement on all printed materials (i.e. event posters, brochures, shirts, banners etc.)
- Included where possible on media materials including PSAs, ads, commercials and news releases
- Direct link from event website to sponsor website
- First right of refusal
- Mention on Sudbury Rocks Marathon, Health Sciences North Foundation, and/or Northern Cancer Foundation social media
- Your corporate banner on site at the event, and various locations along the route
- 4 complimentary tickets to Sponsor Dinner
- Verbal acknowledgement on race day

**Volunteer Sponsor
\$4,000+**

Sponsor benefits

- Logo placement on all printed materials (i.e. event posters, brochures, shirts, banners etc.)
- Included where possible on media materials including PSAs, ads, commercials and news releases
- Direct link from event website to sponsor website
- First right of refusal
- Mention on Sudbury Rocks Marathon, Health Sciences North Foundation, and/or Northern Cancer Foundation social media
- Your corporate banner on site at the event, and various locations along the route
- 4 complimentary tickets to Sponsor Dinner
- Verbal acknowledgement on race day





Water Bottle Sponsor \$4,000+ (In-Kind/Monetary)

Sponsor benefits

- Official Sponsor of the water, logo on all water bottles
- Logo placement on all printed materials (i.e. event posters, brochures, shirts, banners etc.)
- Included where possible on media materials including PSAs, ads, commercials and news releases
- Direct link from event website to sponsor website
- First right of refusal
- Mention on Sudbury Rocks Marathon, Health Sciences North Foundation, and/or Northern Cancer Foundation social media
- Space to set up corporate tent/display at Race Expo
- Your corporate banner on site at the event, and various locations along the route
- 4 complimentary tickets to Sponsor Dinner
- Verbal acknowledgement on race day

Kids Race Sponsor \$2,000+ (1Km)

Sponsor benefits

- Naming rights for the 1km kids' course
- Logo placement on all printed materials (i.e. event posters, brochures, shirts, banners etc.)
- Included where possible on media materials including PSAs, ads, commercials and news releases
- Direct link from event website to sponsor website
- First right of refusal
- Mention on Sudbury Rocks Marathon, Health Sciences North Foundation, and/or Northern Cancer Foundation social media
- Your corporate banner on site at the event, and various locations along the route
- 4 complimentary tickets to Sponsor Dinner
- Verbal acknowledgement on race day

Water Station Sponsor \$500+

Sponsor benefits

- Provide designated water station area for sponsor recognition along the race route. Sponsors may staff this area with volunteers and encourage runners and/or walkers while handing out water and sport drink. Provided in the designated area are: tables, water, sport drink, cups and garbage containers. Water station manned by your volunteers
- Opportunities for self-promotion
- Direct link from event website to sponsor website
- First right of refusal
- Mention on Sudbury Rocks Marathon, Health Sciences North Foundation, and/or Northern Cancer Foundation social media
- 2 complimentary tickets to Sponsor Dinner
- Verbal acknowledgement on race day

**Proud Charitable Partners of the
2019 SUDBURYROCKS!!! Marathon**



Health Sciences North
Foundation | Fondation
Horizon Santé-Nord



Northern
Cancer
Foundation
Fondation
du Nord
en cancérologie



Specialty Sponsor \$500+ (In-Kind/Monetary)

Sponsor benefits

- There are many items that the race requires to be a successful event. (i.e. Fruit, granola bars, sport drink etc.)
- Logo in area where specialty item is required
- Mention on Sudbury Rocks Marathon, Health Sciences North Foundation, and/or Northern Cancer Foundation social media
- Verbal acknowledgement on race day

Friend of the Sudbury Rocks Marathon \$250+

Sponsor benefits

- Direct link from event website to sponsor website
- Acknowledgement on signage at event
- Mention on Sudbury Rocks Marathon, Health Sciences North Foundation and/or Northern Cancer Foundation social media
- Verbal acknowledgement on race day



**If you have any questions
or would like to sponsor this amazing
fundraising event, please contact :**

Debra Dawe, Manager, Community Engagement, HSNF
705.523.7135 or by email at ddawe@hsnsudbury.ca.

OR

Elizabeth Taillefer, Special Events and Marketing Manager, NCF
705.523.4673 (HOPE) or by email at etaillefer@hsnsudbury.ca.

Thank you in advance for your support!